

JULY
25 CENTS

Why Married Couples Fight

Physical Culture



What to Do for Timidity
Take Off Twenty Years
Weaning Our Alcoholics

MIDNIGHT

ON BROADWAY

Something New in a Magazine

"MIDNIGHT," a weekly, will be the newest thing among the magazines, you can depend upon that.

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"MIDNIGHT" isn't an old magazine *resurrected* or a modern magazine *resuscitated*.

It is a brand-new magazine—without precedent to stifle it, without prejudice to restrain it.

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Pernarr Macfadden

10¢ a Copy ~

Do *YOU* Do Any of These Embarrassing Things?



The man in this picture has reason to be ill at ease. He has attended an informal dinner in conventional full dress. The Book of Etiquette would have told him how to interpret the word "informal" on the invitation—and would have revealed to him important things to know regarding an informal social function. The Book of Etiquette tells you what to wear on all occasions.



His friend has just introduced him to the young woman. Instead of waiting for her to offer her hand and make the acknowledgment, he has extended his hand first and mumbled confusedly something about being "Glad to meet you." By telling you how to make and acknowledge introductions, the Book of Etiquette prevents a great many embarrassing blunders.



She has just signed her name in the hotel register, and glanced at the names above. She sees, in these other signatures, that she has made a mistake—that she has registered incorrectly. Mistakes such as these can often be very embarrassing indeed. The Book of Etiquette prevents them, as it covers the whole subject of hotel etiquette completely and authoritatively.



Without realizing his mistake, the man in this picture has followed the head waiter, preceding the young woman. It is the wrong order of precedence, and he discovers it to his embarrassment only when he notices the entrance of another couple. The Book of Etiquette tells you about the mistakes that might be made, when entering the theatre, the street car, the drawing room. And it tells you how to avoid these humiliating blunders.



Every one knows that table manners are an index to breeding. The man in this picture has taken olives with a fork, and has just realized his error, as the others have taken them with their fingers. Too bad he didn't refer to his Book of Etiquette! It tells all about table manners—how to eat corn on the cob, lettuce, asparagus, frozen pudding.



The gentleman at the right does not know how to dance. Instead of doing what he should, under the circumstances, he is making himself conspicuous by standing alone while the others dance. The Book of Etiquette would have told him how to avoid this embarrassment—and would have told him also the complete etiquette of the dance and of dancing. It is a most fascinating chapter.

The Book of Etiquette Sent for FREE Examination

If you do not already own the famous two-volume set of the Book of Etiquette, send for a set at once that you may examine it at our expense. Don't be without it another week. It solves many little problems that may be puzzling you, tells you the right thing to do, say, write and wear on all occasions.

It costs you nothing to examine the Book of Etiquette. You are not obligated to keep the set if you are not delighted with it. You be the judge—just mail the coupon and let us send you the Book of Etiquette for free examination. But do it NOW!

NELSON DOUBLEDAY, Inc., Dept. 87, Oyster Bay, N. Y.

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I accept your free examination offer. You may send me the two-volume set of the Book of Etiquette free for 5 days. During that time I will examine the books, read some of the chapters, examine the illustrations. I understand that all phases of etiquette are covered—wedding etiquette; the etiquette of dress, of speech, of manners; dance, party, tea etiquette, etc. Within the 5 day free period I will either return the books or keep them as my own and send you only \$3.50 in full payment. I need not keep the set unless I am delighted with it.

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City..... State.....

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Physical Culture

Founded By *Bernarr Macfadden*

Volume XLVIII

JULY, 1922

No. 1

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What Did She Do to Win Him?

The first time that he met her, to everybody's surprise, she fascinated him. Something about her, something she did, something she said, made him sit up and take notice. From then on his interest grew, his calls became more and more frequent, until at last it was evident to everyone that he was hers; that no other girl on earth could be to him what this comparatively plain, unassuming girl was.

This happens every day. It is not only the beautiful women who win men. Women not considered beautiful are getting engaged and being married every day; and their lovers adore them just as devotedly as though they were surpassingly beautiful. What is it about such a woman that inspires devotion? What is it about her that can make a man feel that his happiness depends upon her, and her alone?

Every woman, in winning a man's heart, shows certain qualities of character and practices certain principles. Sometimes she acts instinctively and unconsciously, sometimes purposefully and consciously—but she can never win him, either consciously or unconsciously, unless she practices those principles. Yet there is nothing immodest, forward, or

unmaidenly in anything she does. She has simply been HERSELF—and permitted the man to glimpse her a little more intimately than she does the world in general. The practicing of these principles makes her more refined, more daintily bewitching and maidenly than ever.

Her methods are based on a Psychology as old as the race, upon long established and well-known principles of human nature. There is no mystery about it—except the fact, perhaps, that no one has ever, heretofore, reduced it to a formal science and put it upon a "working basis." There is no accident about it—for when a woman practices these principles she can be just as certain of making herself attractive to men as she is that two and two make four. These principles are simply and comprehensively explained in a set of eight small books, entitled—



The Art of Attracting Men

Many girls, without knowing it, do the very things that cause men to lose interest in them. This course in the art of winning men shows how human nature works in men; how certain traits, usually overlooked by the girls themselves, inspire liking, and how other habits, of which few girls suspect the importance, can make any girl, no matter how beautiful otherwise, disagreeable in men's eyes. In fact, many girls, not understanding HOW DIFFERENT human nature in men is from human nature in women, drive away even those men who are at first attracted to them.

This course discloses how, in every woman, placed there by nature, is the latent power to fascinate men. Properly guided, you can call up this power, develop it, and use it effectively when and where you will. You will learn hundreds of methods, modest but skillful, maidenly but sure, for winning a man's adoration. You will learn the tremendous secrets that enable you to subordinate the comparatively trivial matters of dress, accomplishment, or physical beauty—how to be and how to reveal your REAL SELF—how to permit the man to glimpse the lovable REALITY hidden deep in your heart.

Do You Know What to Do?

Perhaps you have already met the man you want. If not, sooner or later you WILL meet him, the man of your dreams, the only man who could make you happy. Will you know what to do then? Will you know how to begin? What if he pays no attention to you? Will you know what methods to employ to arouse his interest in you, to keep him interested until he can learn to know the loveliness of your Real Self?

Not Luck—but Art and Knowledge

There is but one way you can be sure of winning him when you meet him. That way is an ART—and is explained thoroughly in THE ART OF ATTRACTING MEN. If you know men and their nature, if you understand what fascinates them, how they are won, if you have learned the many different plans which thousands of other women have found successful, you will have a hundred-fold better chance than if you are totally unprepared. You will know exactly what you are about, you will make no mistakes. You won't flounder around without aim or plan, but will use tried and proven methods; you won't depend upon luck, but upon art and knowledge.

Any good mother should be glad to place this course in the hands of her daughter. It contains the things—and only the things—that a live, self-respecting, modest, and womanly woman ought to know about her own psychology, her own personality, her own God-given powers. There is not an offensive word or allusion in it. Its disclosures, its teachings, are all upon the highest plane.

Learn Your Own Powers

When the average woman develops her own latent powers and chooses to exert them, she is irresistible. She can employ a thousand little enticements, covertly but modestly bring into action a whole battery of feminine charms and graces before which the average man is as defenseless as a rabbit in the paws of a man-eating tiger. YOU have as much of this ability, this power, as most other women. It is only that, perhaps, you don't know what it is or how to use it. Learn the art of fascinating men, know what a wonderful thing it is to feel your own power, to be popular, sought after, and altogether bewitching, to go everywhere, to join in all the good times, and to

have your choice of a dozen desirable men. Why let yourself be disappointed by lack of knowledge of the power that is within you? Why not employ the arts and the methods and the plans by which thousands of women have been winning the hearts of men?

SEND NO MONEY

Simply sign and mail the coupon below. The entire course of eight small books will then be sent you. When it arrives, deposit with the postman the small sum of \$3.00 (plus the few cents postage) in full payment, and the course is yours. (If likely to be out when the postman arrives, you may send payment with coupon, but this is not necessary.) Keep these wonderful books 3 days. Read them. Test them. Then, if for any reason you decide you do not want them, return the course to us and your money will be refunded instantly and without question.

The course will be sent you in a PLAIN WRAPPER, so that no one but yourself need know what you are receiving. Tear off this coupon, sign it, and mail it today. If you prefer to write a letter, copy the wording of this coupon on a post card or in a letter.

PSYCHOLOGY PRESS

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University City, St. Louis, Mo.

You may send me, IN PLAIN WRAPPER, your course on THE ART OF ATTRACTING MEN, in eight books. I will pay the postman \$3.00 (plus postage) on arrival. But if I am not satisfied with it, I have the privilege of returning the course within 3 days after I receive it and my money will be refunded instantly and without question.

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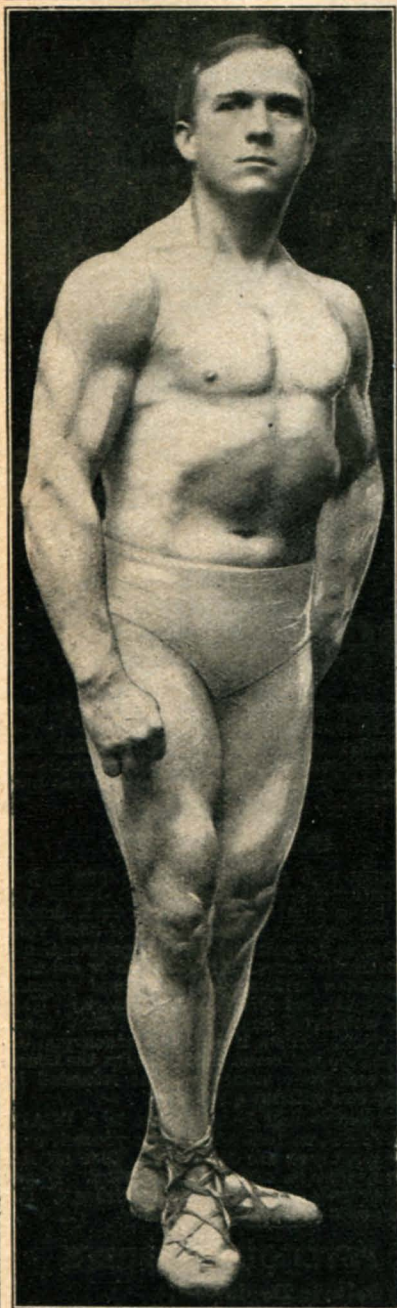
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The Secrets of Fascinating Womanhood

are brought out clearly and plainly in this course. The following titles of the eighteen chapters give a suggestion of the completeness and the thoroughness with which the subject has been covered.

1. The Five Stages of Winning a Man.
2. Why Men Are Hard to Win.
3. The Kind of Woman a Man Wants.
4. Developing Your Latent Power.
5. Charm and How to Acquire It.
6. Winning a Man's Admiration.
7. The Quality that Inspires Love.
8. Revealing Your Real Self.
9. The Appearance that Fascinates.
10. Where and How to Meet Men.
11. Peculiarities of Human Nature in Men.
12. Making Men Notice You.
13. Method of Arousing Interest.
14. Undermining the Man's Reserve.
15. Arousing Worship, Adoration, and Love.
16. Removing the Obstacles to Marriage.
17. Inspiring the Proposal.
18. General Conclusions.

Make Your Wife Proud of You!



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Fit Yourself for the Joys of Life

Does your wife look upon you in admiration as her ideal physically and mentally? Does she compare you with other men and see you as the noblest of them all? Or does she see in you a frail, hesitating, discouraged individual for whom she is sorry—a weakling she has to jolly and coax and prod to go to work and make a man of himself? Are you languid, tired out, disinclined to go out into social circles where both sexes mingle and enjoy themselves? Or are you a croaker and a grouchy, grumpy clod whom nobody wants around?

Nobody Loves a Weakling

Don't think for a minute that your wife, family, friends and associates will put up with your complaints and weaknesses indefinitely. You can't expect them to have much respect for you when they know that your condition is the direct result of neglecting your health and violating Nature's inflexible laws. They are sorry for you, but sympathy will not restore your health and vitality and every day to continue to exist in the rut of physical debility is a day wasted for you and those who must put up with your sickly company. What good are you to yourself or anyone else? There is no pleasure in living when you feel worse each day—with no relief in sight and big bills to pay for dope and drugs that can never help you and may seriously harm you. Come—pull yourself together—show them that you have some real grit and courage—that you **can** and **will** be a 100% successful, vigorous man—a real man in the fullest sense of the word—the man that your wife and family expect you to be.

Come to me in full confidence as you would to a brother and let me lead you to Health, Strength and Happiness—to the Summit of Powerful Manhood with

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The Modern Science of Health Promotion

FREE CONSULTATION COUPON

ABSOLUTELY CONFIDENTIAL

Mr. Lionel Strongfort, Dept. 866, Newark, N. J.—Please send me your book "PROMOTION AND CONSERVATION OF HEALTH, STRENGTH AND MENTAL ENERGY," for postage on which I enclose a 10c piece (one dime). Send me special information on subjects marked (X) below, as well as those I may write on extra line without obligation.

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| .. Lumbago | .. Rheumatism | .. Blackheads |
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Mention other ailments here

Name

Age..... Occupation.....

Street.....

City..... State.....

The Secret of Making People Say "Yes"

Learn it! Use it! It is the Most Important Thing for You to Know—the Greatest Money-Making Power You Can Possess

WHAT you want to know—*what everybody wants to know*—is how to make people say "yes."

It is the big thing we are all trying to do.

It is the one great secret of success.

Without that knowledge you cannot accomplish anything worth while.

The attainment of *position, prosperity and power* depends upon it.

Doing business of any kind—getting a position—obtaining more salary—selling goods or services—collecting money—securing loans—raising capital, etc., depends, in the final analysis, simply and solely on your ability to make people say "yes."

Brings Sure Advancement

And there are only *two* methods you can employ in making people say "yes"—*talking and writing*.

Therefore it is perfectly plain that a knowledge of effective English—forceful language—*powerful, persuasive, positive* words—is of the utmost importance to any man or woman who is ambitious to *forge ahead* and *make more money*.

The ability to make your words strike home—commanding attention—arousing interest—creating goodwill—securing influential friends—making sales—collecting accounts—obtaining credit—will bring you greater *business, social and financial* advancement than any other faculty you can acquire.

You Can Use It

The ability to make people say "yes" is not a matter of education as much as it is of using the knowledge you already have in such a way that it brings the desired results.

It is a something any one can learn—an easily acquired habit in the use and arrangement of words, phrases and sentences—a scientific way of saying and writing things in a way that attracts attention, arouses interest and compels favorable action.

This scientific way of using effective English has been perfected, after years of study, by Frederick Houck Law, Ph.D., the prominent New York teacher, lecturer, and writer, in subjects relating to the practical use of the spoken and written word.

This important, new work of Dr. Law's—the biggest thing he has ever done—makes it easy for you to learn how to use English that makes money—how to *talk and write* scientifically, using *clear, positive, persuasive* language instead of *hazy, weak, negative* language.

And the very minute you learn this important secret, you will become a more effective person, capable of influencing others and earning more money, no matter what your daily task may be.

Destroys Timidity and Fear

One of the very first things that this knowledge of how to talk and write convincingly will do for you, is to free you absolutely from all embarrassment and self-consciousness.

When you know just *what* to say and *how* to say it—when you can express yourself *easily and fluently*—you will never again experience the debilitating influences of doubt, timidity and fear.



Whether the answer is "yes" or "no" depends on what you say and how you say it.

With the ability to express yourself clearly and convincingly under any and all conditions, will come a feeling of *confidence, poise and power* that is obtainable in no other way.

The nervousness, embarrassment and fear that overwhelm most people when meeting strangers, when called upon to make a speech or when they find themselves in any unusual position, is due to the fact that they lack the power of self-expression. They do not know the proper thing to say or how to say it.

If Dr. Law's great system does nothing more for you than to drive all *timidity, embarrassment and fear* from your consciousness, you will never cease being grateful for having had it brought to your attention.

Clip the Coupon

It is, of course, impossible to tell you, in the small space of a magazine advertisement, all about the many immensely important benefits that are sure to come to you, in every activity of your life, just as soon as you have learned Dr. Law's *simple, practical and scientific* method of using the English language, in *talking and writing*, in a way that makes people say "yes" instead of "no."

Therefore, we have prepared a booklet entitled "The Secret of Making People Say 'Yes'," a copy of which may be secured by you if you will simply sign and mail the "Free Booklet Coupon."

This booklet will be a revelation to you.

You will find it one of the most *surprising and fascinating* things you ever read. It will show you a sure way—and an *intensely interesting way*—to advance more rapidly.

- make more friends
- make more money
- become more popular
- achieve greater prominence
- win the admiration and regard of those you care for.

It will show you how to multiply your power of accomplishment by multiplying your ability to persuade others to do what you want them to do.

It gives you the power of *conviction and persuasion*, which is the real secret of success.

Only a Minute

If it were necessary for you to take a week off in order to get a copy of "The Secret of Making People Say 'Yes,'" it would pay you well to do it. But it isn't. A minute's time and a two-cent postage stamp is all that is required.

Don't let the ease with which you can obtain this valuable booklet, cause you to underestimate its value.

There is no way of measuring in advance the immense value to you of Dr. Law's secret of getting people to do the thing you want them to do. But by showing you how to uncover greater opportunities—handle bigger deals—make more sales—get a better position—*increase your salary*—it will quickly prove to you that it is the most valuable booklet you ever got for nothing, and that in mailing the coupon you took a sure step toward greater *personal, social, business and financial* achievement.

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Free Booklet Coupon

INDEPENDENT CORPORATION,

Dept. E-247, 22 West 19th St., New York

Gentlemen:

Please mail me at once, without expense or obligation of any kind, a copy of your free booklet, "The Secret of Making People Say 'Yes'."

Name.....

Address.....

Loses 74 Pounds

Feels and Looks Like a New Woman

Amazing Discovery Enables Mrs. Denny to Lose 10 Pounds the Very First Week. She Has Lost 74 Pounds Already and Is Still Reducing. No Drugs, Starving, Exercise, Rolling, Painful Self-Denials or Discomforts.

"I WEIGHED 240 pounds. I had tried all kinds of anti-fat cures; without success. Then one Sunday I saw your advertisement. It sounded so good that I sent for the books.

"The very first week I lost 10 pounds and kept reducing steadily. I lost 74 pounds and am still reducing. My friends say that I already look 10 years younger.

"Formerly I could not walk upstairs without feeling faint. But now I can RUN upstairs. Formerly I felt as if I were suffocating if I walked fast for 2 blocks. But now I can walk a mile just as fast as I can go and without the least sign of suffocation.

"I never felt better in my life. There is not a sign of my former indigestion now. I sleep like a rock. And I have a fine complexion now, whereas before, I was always bothered with pimples.

"I have reduced my bust $7\frac{1}{2}$ inches, my waist 9 inches and my hips 11 inches. I even wear smaller shoes now. They were 'sixes,' now they are 'fives.'" Mrs. Mary Denny, 82 West 9th Street, Bayonne, N. J.

Mrs. Denny's experience is but one of many similar ones. Within the last few months over 300,000 men and women have been shown how to reduce to normal weight and secure the slender, supple figures of youth by this pleasant method.

The rate at which you lose your surplus flesh is absolutely under your own control. If you do not wish to lose flesh as rapidly as a pound a day or ten pounds a week, you can regulate this natural law so that your loss of flesh will be more gradual.

Secure New Vigor Also

This natural method also builds your health and gives you renewed vitality and

energy. You obtain a clearer complexion, a brighter eye and a more elastic step. Many write that they have been astounded at losing wrinkles which they had supposed could not be effaced. Your nerves are improved and your sleep is more refreshing. You regain youthful vigor and spirits as well as a youthful form.

And you obtain all this without any discomforts or self-denial. You make no change in your daily routine. You continue to do the things you like and to eat the food you enjoy. In fact, far from giving up the pleasures of the table, you may even increase them.

The Secret Explained

Scientists have always realized that there was some natural law on which the whole system of weight control was based. But to discover this vital "law of food" had always baffled them. It remained for Eugene Christian, the world-famous food specialist, to discover the one safe, certain and easily followed method of regaining normal, healthful weight. He discovered that certain foods when eaten together take off weight instead of adding to it. Certain combinations cause fat, others consume fat. For instance, if you eat certain foods at the same meal, they are converted into excess fat. But eat these same foods at different times and they will be converted into blood and muscle. Then the excess fat you already have is used up. There is nothing complicated and nothing hard to understand. It is simply a matter of learning how to combine your food properly, and this is easily done.

This method even permits you to eat many delicious foods which you may now be denying yourself. For you can arrange your meals so that these delicacies will no longer be fattening.

Free Trial—Send No Money

Eugene Christian has incorporated his remarkable secret of weight control into 12 easy-to-follow lessons called "Weight Control—The Basis of Health." Lessons one and two show you how to reduce slowly; the others show how to reduce more rapidly. To make it possible for every one to profit by his discovery he offers to send the complete course on free trial to any one sending in the coupon.

If you act quickly you can take advantage of a special reduced price offer that is being made for a short time only. All you need do is to mail the coupon—or write a letter or postcard if you prefer—without sending a penny, and the course will be sent you at once, IN PLAIN WRAPPER.

When it arrives pay the postman the special price of only \$1.97 (plus the few cents postage) and the course is yours. The regular price of the course is \$3.50, but \$1.97 is all you have to pay while this special offer is in existence. There are no further payments. But if you are not thoroughly pleased after a 10-day test of this method you may return the course and your money will be refunded instantly. (If more convenient you may remit with the coupon, but this is not necessary.)

So you run no risk whatever. Either you experience in 10 days such a wonderful reduction in weight and such a wonderful gain in health that you wish to continue this simple, easy, delightful



Mrs. Mary J. Denny, of 82 W. 9th St., Bayonne, N. J., before and after losing 74 pounds by this wonderful method. She also banished nervousness, weakness, insomnia and digestive disorders. Her complexion improved wonderfully. She is still reducing and will continue to do so until she reaches her normal, ideal weight.

method or else you return the course and your money is refunded without question.

Complete Cost for All Only \$1.97
Plus Few Cents Postage

Don't delay. This special price will soon be withdrawn. If you act at once you gain a valuable secret of health, beauty and normal weight that will be of priceless value to you throughout your life. Mail the coupon NOW.

CORRECTIVE EATING SOCIETY, Dept. W-277, 43 W. 16th St., New York City

If you prefer you may copy wording of coupon in a letter or on postcard.

CORRECTIVE EATING SOCIETY, Dept. W-277, 43 West 16th St., New York City

Without money in advance you may send me, in plain wrapper, Eugene Christian's \$3.50 Course on "Weight Control—The Basis of Health," in 12 lessons. When it is in my hands I will pay the postman only \$1.97 (plus the few cents postage) in full payment, and there are to be no further payments at any time. Although I am benefiting by this special reduced price, I retain the privilege of returning this course within 10 days, and having my money refunded if I am not surprised and pleased with the wonderful results. I am to be the sole judge.

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Price outside U. S. \$2.15 cash with order.

How Would You Like to Reduce to Your Ideal Figure?

Loses 22 Pounds in 14 Days

"I reduced from 175 pounds to 153 pounds (his normal weight) in two weeks. Before I started I was flabby and sick; had stomach trouble all the time. I feel wonderful now."

Ben Naddle,
102 Fulton St., New York City.

Loses 13 Pounds in 8 Days

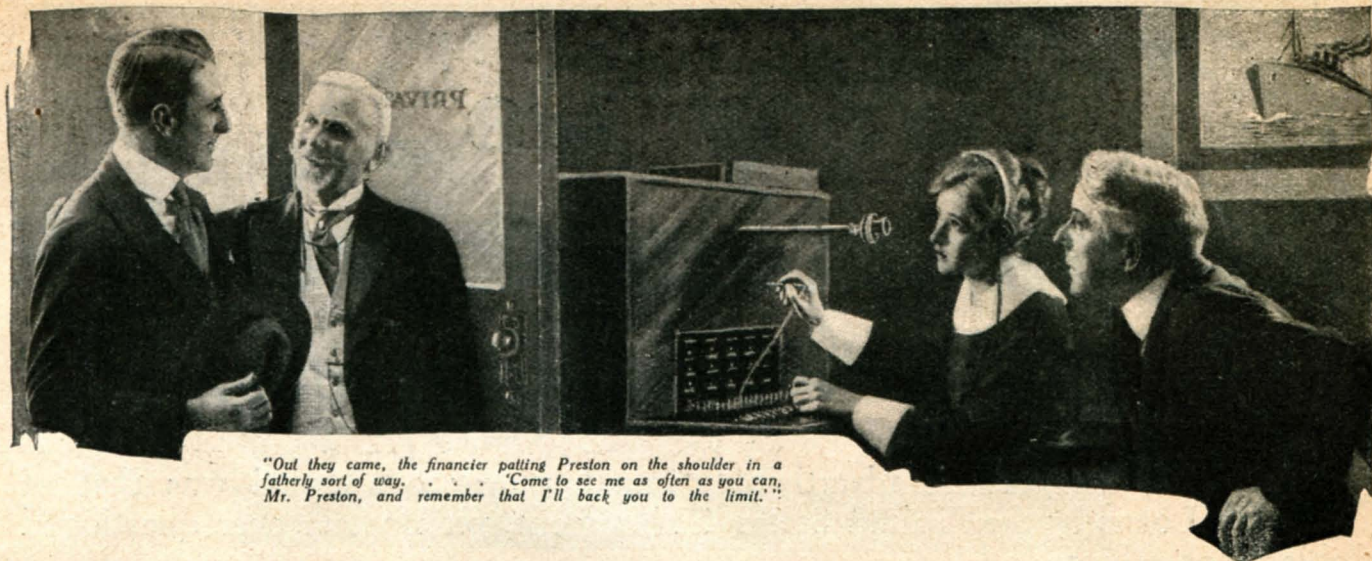
"Hurrah! I've lost 13 pounds since last Monday. I feel better than I have for months."

Mrs. Geo. Guiterman,
420 E. 66th St., New York City.

Loses 28 Pounds in 30 Days

"I found your method delightful. In just 30 days I lost 28 pounds (8 pounds the first week). My general health has also been greatly benefited."

E. A. Kettle,
225 W. 39th St., New York City.



"Out they came, the financier patting Preston on the shoulder in a fatherly sort of way. . . . 'Come to see me as often as you can, Mr. Preston, and remember that I'll back you to the limit.'"

The Most Convincing Talker I Ever Met

Everywhere this man goes, people shower him with favors and seek his friendship. Things which other people ask for and are refused, he gets instantly. How he does it is told in this amazing story

LET me ask you this: There is a big business deal to be put through. Putting it through depends wholly on getting the backing of a great financier.

But this man is bitterly opposed to your idea and to your associates. Seven of the most able men and women in all America have tried to win over this financier. They failed dismally and completely.

Now, could you, a total stranger to this man, walk in on him unannounced, talk for less than an hour, and then have him give you a signed letter agreeing to back you to the limit?

Could you?

ASTOUNDING? Yes! But it WAS done. And I'll tell you how. For a long time the director of our company had felt the handicap of limited capital. We had business in sight running into a million dollars a month. But we couldn't finance this volume of sales. We simply had to get big backing, and that was all there was to it.

Because of trade affiliations, one man—a great financier in New York—controlled the situation. But how to win him?—that was the question. No less than five men and two women—all people of influence and reputation—had tried, and been turned down cold and flat.

Well, we were talking it over at a board meeting, when one of our directors announced that he knew of only one man who could possibly put through the deal—a man by the name of Preston.

So it was agreed that Preston was to be sounded out at luncheon the following day. He proved to be a fine type of American.

At 34 years of age he had become president and majority stockholder of a thriving manufacturing business rated at three-quarters of a million dollars.

Preston was deeply interested, as anyone would be over the prospect of closing such a big deal. The director in question said casually, "Why don't you run down to New York and take a shot at it, Preston?" Preston looked out of the window for a moment and then quietly answered, "You're on."

I WENT along with Preston simply as a matter of form to represent our interests. Aboard the 10:25 train out of Chicago we headed for the smoker and got to talking with the crowd there.

Then I noticed something. Preston had dominated them all. Everyone was eagerly hanging on his words. No sooner would he stop talking than one of the men would start him up again. And as the men dropped off at stations along the way they gave Preston their cards, with pressing invitations to look them up. No doubt about it, Preston was

THE man aboard that car.

And so it went all the way to New York. Everyone who met Preston took a great liking to him the instant he spoke. They seemed to be eager for his companionship—wanted to be with him every minute, openly admired him, and loaded him with favors.

The next morning we called on the great financier—the man who was so bitterly against us and had flatly turned down seven of our shrewd influential representatives.

I waited in the reception room—nervous, restless, with pins and needles running up and down my spine. Surely Preston would meet the same humiliating fate?

But no! In less than an hour out they came, arm in arm, the financier patting Preston on the shoulder in a fatherly sort of way. And then I heard the surprising words. "Come to see me as often as you can, Mr. Preston, and remember that I'll back you to the limit!"

AT the hotel that night sleep wouldn't come. I couldn't get the amazing Preston out of my thoughts. What an irresistible power over men's minds he had. People actually competed for his attention, anticipated his wishes, and eagerly met them. What power! . . . Then the tremendous possibilities of it all—think what could be done with such power!

What was the secret? For secret there must be. So the first thing next morning I hurried to Preston's room, told him my thoughts, and asked him the secret of his power.

Preston laughed good-naturedly. "Nothing to it—I—well—that—is—" he stalled. "I don't like to talk about myself, but I've simply mastered the knack of talking convincingly, that's all."

"But how did you get the knack?" I persisted. Preston smiled, and said, "Well there's an organization in New York that tells you exactly how to do it. It's amazing! There's really nothing to study. It's mostly a knack which they tell you. You can learn this knack in a few hours. And in less than a week it will produce definite results in your daily work."

Write to this organization—The Independent Corporation—and get their method. They send it on free trial. I'll wager that in a few weeks from now you'll have a power over men which you never thought possible. . . . but write and see for yourself." And that was all I could get out of the amazing Preston.

WHEN I returned home I sent for the method Preston told me about. It opened my eyes and astounded me. Just how he had won over the financier was now as clear as day to me. I began to apply the method to my daily work, and soon I was able to wield the same remarkable power over men and women that Preston had.

When you have acquired the knack of talking convincingly, it's easy to get people to do anything you want them to do. That's how Preston impressed those people on the train—how he won over the financier—simply by talking convincingly.

This knack of talking convincingly will do wonders for any man or woman. Most people are afraid to express their thoughts; they know the humiliation of talking to people and of being ignored with a casual nod or a "yes" or "no." But when you can talk convincingly, it's different. When you talk people listen and listen eagerly. You can get people to do almost anything you want them to do. And the beauty of it all is that they think they are doing it of their own free will.

In committee meetings, or in a crowd of any sort, you can rivet the attention of all when you talk. You can force them to accept your ideas. It helps wonderfully in writing business letters—enables you to write sales letters that amaze everyone by the big orders they pull in.

Then again it helps in social life. Interesting and convincing talk is the basis of social success. At social affairs you'll always find that the convincing talker is the center of attraction, and that people go out of their way to "make up" to him.

Talk convincingly and no man—no matter who he is—will ever treat you with cold, unresponsive indifference. Instead, you'll instantly get under his skin, make his heart glow and set fire to his enthusiasms.

You can get anything you want if you know how to talk convincingly. You've noticed that in business, ability alone won't get you much. Many a man of real ability, who cannot express himself well, is often outdistanced by a man of mediocre ability who knows how to talk convincingly. There's no getting away from it, to get ahead—merely to hold your own—to get what your ability entitles you to, you've got to know how to talk convincingly!

THE method Preston told me about is Dr. Law's "Mastery of Speech," published by the Independent Corporation. Such confidence have the publishers in the ability of Dr. Law's method to make you a convincing talker that they will gladly send it to you wholly on approval.

You needn't send any money—not a cent. Merely mail the coupon, or write a letter, and the complete course, "Mastery of Speech," will be sent you by return mail, all charges prepaid. If you are not entirely satisfied with it, send it back any time within five days after you receive it and you will owe nothing.

But if it pleases you, as it has pleased thousands of others, then send only three dollars, the Special Nation Wide Drive Price, in full payment. You take no risk. You have everything to gain and nothing to lose. So mail the coupon now before this remarkable offer is withdrawn. INDEPENDENT CORPORATION, Dept. L-247, 22 West 19th St., New York.

Independent Corporation

Dept. L-247, 22 West 19th St., New York

Please send me Dr. Frederick Houk Law's "Mastery of Speech," a course in Business Talking and Public Speaking in eight lessons. I will either remit the Course to you within five days after its receipt, or send you \$3 (the special price) in full payment of the course.

Name

Address

.....Phys. Cult. 7-22.

During Nation Wide Drive
SPECIAL PRICE \$3
(Regular Price \$5)

Realizing the ever-increasing need for such a system as Dr. Law's "Mastery of Speech," for a short time we are making a special drive to get this amazing work in the hands of a still greater number of people. In order to hasten this movement we are reducing the price from \$5 to only \$3.

You should not miss this splendid opportunity. Our five-day FREE Trial Offer still holds good—simply fill in and clip coupon. Then, after you have seen the Course, send only \$3 in complete payment.

But you must act quickly—we can only hold this price open for a limited time.

Why Do Chiropractors Advertise and Is Advertising Ethical?

PROBABLY the greatest advertising campaign ever conducted was that of Liberty Loans by the United States Government, yet no one ever questioned its objects or ethics.

Webster says the word advertise is a derivative of the word advert, which means "to turn to," and that the word means "to notify," "to give notice," so we conclude that anything in the nature of a notice which turns the mind and attention of the public to a person, object or thing is advertising. Business cards, newspaper and magazine articles, and even the recommendation of patients would properly be placed in the category of advertising. The question, then, of why do Chiropractors advertise, is answered by the definition: They simply give notice of a new discovery with the object of turning the attention of the public toward Chiropractic.

But is it ethical to do this?

Webster defines ethics as "pertaining to conduct and involving the moral question," i. e., the question of right and wrong, so that the question might be stated as follows: Is it right to give notice to the public that a great, new discovery has been made in the method of getting the sick well? When the question is so stated it answers itself. It is as though one were to ask: Is it ethical to advertise where food is to be gotten to those who are starving, or is it right to give notice of the discovery of a spring to those who are dying of thirst in the desert?

If *Chiropractic* is what Chiropractors and patients claim it to be, it would be a crime to conceal it from a sick world. If it is half what they say it is, every moral impulse and every ethical consideration would urge those who know its merits to proclaim them.

OF COURSE, if Chiropractic is a fraud, if it lacks merit, or if it occupies a relatively small niche in the health edifice, such claims as are publicly made would merit the most severe condemnation and penalties.

The wonderful increase in the number of practitioners, and the rate at which the Chiropractic schools are growing, as well as the evident prosperity of the profession and the enthusiasm of the patients, preclude any such conclusion.

What people object to is not advertising, but untruth and fraud. The public wants to know of every meritorious proposition and advertising is the medium through which this is accomplished. Like every other good thing, advertising can be prostituted and used for ignoble ends, and in this lies the wrong. It is not wrong to advertise, but it is wrong to lie and to bear false witness.

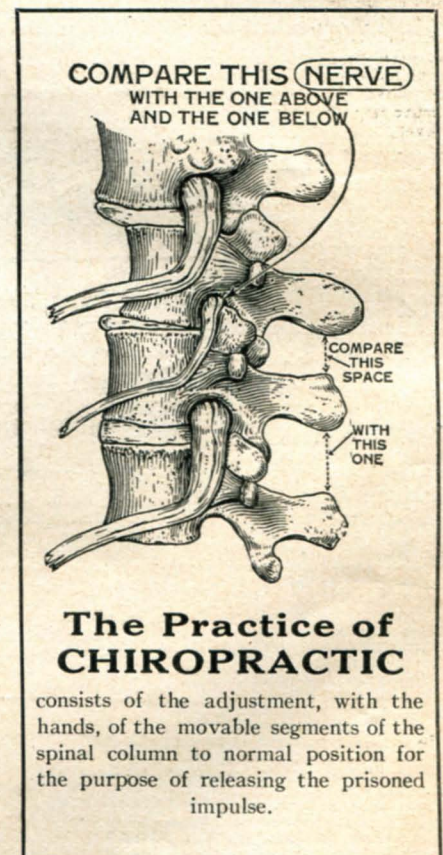
The Master of ethics passed upon the morality of advertising when He said:

"GO YE INTO ALL THE WORLD AND PREACH THE GOSPEL."

Ask your local Chiropractor for "The Last Word"

Write for information regarding Chiropractors or Schools to the

UNIVERSAL CHIROPRACTORS' ASSOCIATION, DAVENPORT, IOWA



A practical system of constructive thinking that brings business and personal achievement.



"Why do so many men never amount to anything? Because they don't think."

—Edison.

MARK TWAIN once said that the average man didn't make much use of his head except for the purpose of keeping his necktie from slipping off.

And Prof. William James claimed that the average man uses only about a *tenth* part of his brain.

And Thomas Edison states emphatically that most men never amount to much because they don't *think*.

How about you? Are you using *your* head simply as a scarf-retainer? Are you using only 10% of *your* brain? Are you sitting, discouraged and discontented, at the foot of the ladder simply because you don't *think*?

It will pay you to find out.

Mind is the measure of every man. *Mental* power—not *physical* power—wins business battles and builds bank accounts.

The man with *brains* to sell fixes his own price, but the man who brings only *brav* to market must be satisfied with the lowest wage that brute force brings.

In every age, in every clime and in every field of human endeavor the *trained thinker* wins where the *thoughtless toiler* fails.

Twain, James, Edison, Roosevelt, Rockefeller, Schwab, Carnegie, Woolworth, Wanamaker, Morgan, Hill, Harriman, Ford, Marconi, the Wright brothers and all other successful men reached their goals not because they knew how to use their *muscles* but because they knew how to use their *minds*. Does anybody doubt this? Isn't it admitted by all? Doesn't every one with "brains enough to grease a gimlet" *know* that it's true.

Only One Road to Success

Yes indeed, there is only *one* road that leads to success and that is the *mental* road. If you expect to accomplish anything worth while by any other method than the *development* and *use* of your mental faculties, you are simply deceiving yourself. And the biggest fool in the world is the man who fools himself.

A recent magazine article states that intelligence tests in this country disclose the deplorable fact that 83% of the people are morons. You won't find the word "moron" in many dictionaries. It means a person with the mental development of a normal fourteen-year-old child.

Is it any wonder why so few people achieve any considerable success in life, when such an enormous percentage of them are so lacking in mental power? Such people have no more chance in competition with trained minds than a midget has to lick Jack Dempsey.

And isn't it simply absurd, when you stop to think about it, that most people are striving for success and yet they are doing absolutely nothing to strengthen and develop their *minds*, which is the *only* part of them with which they can ever hope to win success.

The principal reason that the *trained thinker* gets ahead is because he has so little competition.

The *unthinking* toiler works hard for small pay because almost anyone can do his work.

What are you doing—as the days go by—to develop *your* mind? Are you more efficient mentally than you were a month ago—or a

year ago. If not, you are standing still. You haven't even started on the road that leads to *bigger and better* living.

Missing Success By a Hair's Breadth

The difference between *success* and *failure* is often but the breadth of a hair.

The man who is making *twice* as much as you are, has nowhere near *twice* the intellectual ability. The man who enjoys an income of \$10,000 a year is not *five* times the mental superior of the man who receives only \$2,000.

This FREE BOOK Tells

- How to think like an arrow.
- How to compel attention.
- How to master important problems.
- How to overcome fear and worry.
- How to "tune up" your mental motor.
- How to develop new methods.
- How to originate new ideas.
- How to learn quickly and easily.
- How to attract valuable friends.
- How to have more time for play.
- How to out-think the average man.
- How to make your mind a mental mazda.
- How to stop thinking in circles.

Thousands upon thousands of earnest, aspiring men are *almost* successful. But in this connection a miss is as *bad* as a mile.

With just a little more *mental* force—with a slightly better trained *mind*—with a little clearer knowledge of *right* thinking—hundreds of men who are now struggling along in the Poor-Pay Army—footsores and weary—would immediately find themselves equipped to command from *two* to *ten* times their present incomes.

Probably the man who makes \$1,000 a month is only 10% to 20% better trained mentally than the man who is trying to make both ends meet on \$100 a month. This is a *fact*. And it should be a most *encouraging* fact to every man who wants to be *somebody* and get *somewhere*.

The greatest thinkers the world has ever known have hardly more than scratched the surface of their latent mental powers.

Improve your mental power only 10% and you will *multiply* your earning capacity.

Get This New Book

We have just published a new book—*The Secret of Mental Power*. We will gladly send you a copy upon request, with our compliments and good wishes. And we want to state—as forcefully as we know how—that you will find it one of the most interesting and mind-spurring books you ever read.

If you had to quit work for a month in order to get and read this book, it would probably be one of the most profitable months you ever spent. But you don't have to do that. It takes but an *instant* to sign the coupon. You get the book for *nothing*. And you can read it in *twenty minutes*, as it is a small book of 32 pages and 16 illustrations.

Send for a copy of this book today. It tells about the most practical, common-sense system of constructive thinking—the easiest and quickest method of mind-building ever discovered—the secret of developing mental power in a way that is as fascinating as a game.

This book shows you the difference between *disconnected, irrational, faulty* thinking and *coordinated, normal, true* thinking.

It shows how you can tell by a man's appearance whether he is a *true* thinker or a *faulty* thinker.

It shows how a *wrong* thought produces a *wrong* action that brings a *wrong* result. And how a *right* thought brings a *right* action that can bring only a *right* result.

It shows the immediate and favorable result of *virile, constructive* thinking and the disastrous results of *flabby, impotent, haphazard* thinking.

In other words it gives you the solution of correct thought process, which is the *only* secret of mental power.

Now Is the Time

Send for *The Secret of Mental Power* now. Do not delay. Do not put it off. Tomorrow you may forget all about it. And the loss will be yours, not ours. For although we have printed an edition of 20,000 copies, we do not expect to have a single one left at the end of thirty days. They are going—and going *fast*. Therefore act at once, for as Sophocles so truly said, "Heaven never helps the man who will not *act*."

Don't let the fact that you can get this book easily and at no cost deter you from sending for it, or cause you to make the fatal mistake of undervaluing it.

There is, of course, no way of judging in advance how immensely valuable this little book may be to you. But by waking you up mentally—by showing you how to think straight—by showing you an interesting way to build mind power—it will convincingly prove to you that it is one of the most valuable messages that ever reached your mind, and that in taking advantage of this free offer you took a wise and positive step toward greater *mental* power, which is the *only* power that brings success.

Mail the coupon *now*. Or, send a postal if you prefer.

Independent Corporation, Dept. R-247,
22 W. 19th Street New York

Free-Book Coupon

Independent Corporation
Dept. R-247, 22 W. 19th St., New York.

Gentlemen:—Please mail me at once—without expense or obligation of any kind—a copy of your free book, *The Secret of Mental Power*.

Name.....

Address.....

.....

"Thinkers act while sluggards sleep."

How a New Discovery Made a Plain Girl Beautiful

By R. H. Marvin

WHENEVER Helen Merton felt particularly discouraged and unhappy, she took out the family album and searched for the three pictures of herself as a baby. They made her feel even more unhappy—but she liked to look at them.

One of the pictures showed her sprawled on a bear-rug, her tiny fists clenched, her saucy little face staring straight up at you as though she were saying, "Well, here I am—look at me!" She liked that picture best of all.

There was another one that she could hardly believe was herself, it looked so very much like an exquisite little fairy. Wisps of golden curls framed a face as round and soft and pretty as an angel's, and wise, black eyes looked out at the world in wistful surprise.

The third was taken when she was three years old. A pert little thing, gay in a crisp new frock, tumble-down curls that covered each other in golden profusion, a skin as delicate and creamy as a pearl, and eyes that danced with the trusting light of childhood.

She was looking at that picture now, and a queer, quick stab of pain shot through her. Why must people change so? Why couldn't she have remained so dainty and attractive? Why did her skin have to become so coarse and unsightly, her eyes so dull and lifeless? It wasn't fair, it wasn't right!

There was Ruth Hayes, for instance. She was always being invited to theatres and dances and parties. Wherever she went, she made friends. You could see how happy she was just by looking at her. And it was only because she had such a beautiful, clear complexion, such sparkling eyes, such lustrous, attractive hair. Why, last night in the moonlight she had looked perfectly adorable, even though her features weren't nearly as pretty as Helen's. Hadn't Helen watched her from the window—watched her walk away with Tom—Tom who had promised to come to see her?

A tear dropped on the picture. And just at this moment who should burst into the room but—Ruth Hayes!

SHE stood in the doorway for a moment, looking at her friend in amazement. Then she was down on the floor beside Helen, her arm around her waist, all solicitude and sympathy.

"Why, Helen Merton, you've been crying!" she exclaimed.

Then, because her heart held more than it could bear, because for days and weeks her unhappiness had grown and grown until now it seemed to overwhelm her, Helen sobbed out her story. In broken whispers she told how self-conscious the eruptions on her face had made her, how she had tried everything to clear her skin, how even her hair was beginning to fade and lose its brilliance.

"Tom wouldn't dare be rude to me if I were pretty," she said bitterly. "He promised to come last night, but he went walking with you. What chance have I anyhow—I'm just plain!"

There was a moment of tense silence while Helen sobbed softly. Then Ruth took her hand in both of hers, and said, "Helen, I'm going to tell you something I think you ought to know. I know it's hard to be

happy unless you're pretty—but I know too that now *anyone* can be pretty!

"Do you remember how bad my skin was last summer, how sallow and coarse it was? I used to get terribly tired, too; and my eyes were so dull that all my friends remarked about it. I was unhappy, too, until I heard about an amazing discovery.

"It's positively the most wonderful thing you ever heard of, Helen! It's not a cosmetic, or a treatment, or a preparation of any kind—just a simple, delightful method based on a natural law. Yet in two days the difference in my appearance was so great that mother asked what I had been doing to make my skin so clear and transparent, what had made my eyes so bright. In five days I was a different person. My face was actually transformed—you know it yourself. And since then I'm never troubled with the least bit of a headache or tiredness."

BY the time Ruth left, Helen knew all about the marvelous discovery that clears the complexion almost at once, gives the cheeks fresh, youthful color and lends grace and vigor to the whole body. She didn't lose any time in trying it herself. And she actually enjoyed it.

Helen didn't have to give up many of the things she liked. It was simply a matter of *combining and proportioning* practically the same foods she had always eaten. First her skin eruptions disappeared. The complexion became clear, smooth and attractive. The pimples actually dried up and disappeared in a surprisingly short time. Then her eyes regained the bright sparkle of youth, her step became firm and springy, she noticed that even her hair took on new life and brilliance.

It wasn't long before people turned to look at Helen in amazement. The transformation was complete. The radiant pink-and-white loveliness of her complexion, the sparkle and happy glow of her eyes, the new, alert, gracefulness of her figure—all proved her a changed person. A plain girl had become beautiful!

Tom stopped Helen one day, to remark how pretty she had become. But Helen merely nodded, and walked away with her head held a trifle high. Tom didn't matter now. She was pretty! And besides, there was Jack Harford..... Life was quite wonderful, after all!

* * * * *

ANY man or woman can have a clear, smooth, radiant complexion quickly, easily, *naturally*. Any girl can be attractive and pretty, without artificial aids of



Tom didn't matter now. She was *pretty*! Life was quite wonderful after all!

any kind. Without cosmetics, or expensive treatments, or creams or lotions.

Let us prove it. Let us send you, without any money in advance, Eugene Christian's marvelous course, "Beautifying the Complexion Through Scientific Eating"—containing the simple method on which the new discovery is based. Test it thoroughly. See what happens in only one day. Watch your complexion become clear, fresh, youthful. See how much better you feel, how much hidden beauty is revealed.

Remember, this is not a course in ordinary dieting. It is the only thing of its kind in the world—a secret for which beauty specialists and health specialists have long been searching. You'll actually enjoy your meals as never before.

Mail the coupon below. The complete course will be sent to you at once. Pay the postman only \$1.97 (plus postage) when it is in your hands. If, within 5 days, you are not delighted and amazed with results, simply return the course and your money will be returned at once.

You can have a complexion as soft and smooth as a child's, you can reveal hidden beauty you never dreamed you possessed. Prove it—mail this coupon NOW! Corrective Eating Society, Dept. B-277, 43 West 16th Street, N. Y. City.

CORRECTIVE EATING SOCIETY,
Dept. B-277, 43 West 16th Street, N. Y. C.

Without money in advance, please send me Eugene Christian's complete course "Beautifying the Complexion by Scientific Eating." I will give the postman only \$1.97 (plus postage) in full payment on arrival. If I am not satisfied, I have the guaranteed privilege of returning the course within 5 days and having my money returned at once.

Name.....

Address.....

City.....State.....

How In One Evening I Learned The Secret of Drawing

By Walter Sayden

FROM boyhood I have always wanted to draw things. I suppose there are hundreds of young fellows who feel the same way as I did. I often said that if it were possible I should choose commercial art as a profession. It was not only the big salaries and independ-



He was drawing little pictures

ence enjoyed by artists and cartoonists that appealed to me, it was the fascination of the game itself.

But I could hardly draw a straight line. My friends used to have laughing hysterics at my attempts to sketch things.

One morning, as I was coming into town on the eight o'clock train, I met

Larry Stafford. I had come into town with him every day for years, usually passing the time discussing the morning papers.

But this particular morning he had a pad and pencil in his hand. He was drawing little pictures of things that looked like a series of small animals.

"What on earth are you doing?" I asked in amazement.

Larry smiled. "Don't be afraid. I am quite sane. These little pictures are part of a scheme of mine. I am illustrating an idea. They are supposed to be a graphic representation of a deal I am putting over. They speak louder than words."

I watched him—amazed to see that he drew very well indeed. As he proceeded, and the drawings became more life-like, my curiosity was aroused—I asked him about it.

"Why, I am surprised that you ask me!" he answered. "Look how easy it all is"—and he quickly sketched a few other figures and grinned at my amazement.

"There is just one little secret of the whole thing, Walter," he added. "I never drew before in my life, and you see—these little sketches really are not bad, are they? You have always wanted to draw, and even if you don't become an artist, you will find it a mighty convenient thing to know. This secret makes drawing as easy as writing. Let's get together this evening and I'll show you how simple it is. I'll give you a little lesson."

The Greatest Surprise of my Life

That night I was astonished to learn that there was but One Great Rule that covered every sort of drawing. I mastered this rule in just fifty minutes, and in two hours found that I could draw. Think of it! It was almost like magic. I had never before been able to draw a recognizable object.

At this time I was a salesman so that the only time that I had to practice and apply this secret, this Rule, was in spare minutes when at the office or at home. But I progressed with almost unbelievable rapidity.

My First Real Drawing

One day I was talking with a buyer. Remembering Larry's "idea-pictures," I drew some figures to illustrate the point I was trying to establish. He looked at the picture and caught my idea at once. Before I left he gave me a larger order than I had ever before received from him. My pictures had put my idea over.

This worked so well that I tried it again several times, in fact—and each time I got the same results. My pictures seemed to make a stronger appeal than my words, and my sales increased tremendously. But that was not all. Two weeks later, I overheard a conversation that struck me as amusing. I wrote it down, illustrated it, and just for fun, sent it to one of the humorous weeklies. A few days later, to my great surprise and pleasure, I received a check from the art editor and a request for more contributions.

From that time on, I sent in little sketches and jokes, more or less regularly. A few months ago, I received an offer which startled me. The magazine for which I had been drawing wished to take me on the regular staff at a much greater salary than I was then making.

My love of drawing came strongly to the front and needless to say, I accepted at once, and the first thing I did was to tell Larry Stafford what his idea had led to.

When he heard that I was actually a successful artist on a real magazine he gasped with amazement.

I told him how the same One Great Rule of drawing which had made it easy for him to draw had meant even more to me—and how this simple home-study course by a famous artist, Charles Lederer, which we had gone over that evening, had given me the secret which had meant so much.

Larry laughed at my enthusiasm, but admitted that such a remarkable success as mine was enough to make a man a bit optimistic.

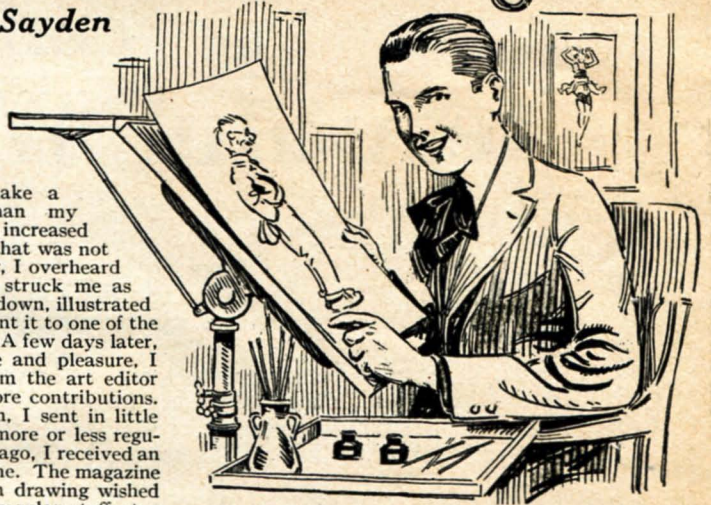
Easier than Learning to Operate a Typewriter

Through this amazing system, drawing can be taught as easily as anything else. In his simple, home-study course a world-famous cartoonist, Charles Lederer, teaches you to draw just as a business school teaches you to keep books, or operate a typewriter or write shorthand. But it is a hundred times simpler than any of those accomplishments.

And the best part of it all is that the course teaches you to draw so that you can sell your pictures right from the start. That is really the most important part after all. Everyone wants to sell his work, and that is just what you can do with Mr. Lederer's great secret.

Don't misunderstand, I am not praising myself. The point is this—if I, who never was able to draw at all, could achieve this really remarkable success, others can do the same or better.

See for yourself—send for the course and try it out. If you can draw at all you will probably get along even faster than I, and you will find modern commercial art the most fascinating



The most fascinating Business in the World

and delightful work imaginable. Remember, that opportunities in this uncrowded field are unlimited. There is a constantly growing demand for cartoonists and illustrators. If you like to draw, or if you think that you would like to draw, don't miss this wonderful opportunity to learn in an evening or two of your spare time.

Five Days' Free Trial

We want you to prove to your own satisfaction the tremendous value of Mr. Lederer's discovery. It will not cost you one penny. We want you to examine the Entire Course at our expense for five days. If you will just fill out the coupon below, detach it and mail it to us, we will gladly send you the complete course for your approval. We feel sure that when you see the surprising simplicity of this method you will agree with us that it is the greatest discovery ever made in this field.

Look it over, test it out—then if after five days you decide that you want it, send us \$3.00. If you do not wish to keep it, return to us and forget the matter.

But act AT ONCE. Learn to draw—whether or not your aim is commercial art. It is a big asset no matter which field you are in. Let us disclose to you the whole secret. Detach the coupon and mail TODAY. Independent Corporation, Dept. D-247, 22 West 19th St., New York.

FREE EXAMINATION COUPON

Independent Corporation

Dept. D-247, 22 W. 19th St., New York

Gentlemen!—Please mail me the "Drawing, Art, Cartooning" Course for 5 days' free trial. If I decide to keep it I will remit \$3, the Special Price. Otherwise I will return it to you. It is understood that this coupon puts me under no obligation whatsoever.

Name

Address

..... P.C. 7-22.

400,000

people have paid \$5 or \$7 for one of our Self-Improvement Courses—and remember no one was asked to pay until he had five days to examine the course in his own home.

Until the Independent Corporation published the "Roth Memory Course," "Paragon Shorthand," "Mastery of Speech," "Drawing, Art and Cartooning," "Reading Character at Sight," "How to Write Stories," "Super-Salesmanship" and other personal development courses, where could anyone buy similar courses for less than \$15 to \$75?

Because we want to add two hundred thousand more names to our list of satisfied customers at an early date, we are making a

Special Price \$3

(Regular Price \$5

Others sell for \$15 to \$75)

Act quickly as this special opportunity may be open for only a short time. Many purchasers have written letters similar to Robert P. Downs, of Detroit, Mich., who recently wrote:

"I can't see how you ask so little, while others with far inferior courses get from \$20 to \$60 for theirs."

Announcing THE COMING OF Beautiful Womanhood

a magazine for women to be published by the MACFADDEN PUBLICATIONS, INC., beginning with the August issue.

Beautiful Womanhood is an entirely new magazine not only in the sense of never before having been published but in the infinitely broader sense of being the first magazine ever published to devote itself exclusively to the interests of women—and to nothing else.

To it every woman, no matter what her age or station, can look for help and suggestion in living her own life in her own way, in giving the greatest expression to herself, in solving the many problems of such an intimately personal nature that the advice of even her nearest and dearest friend can have but little value.

Wherein Beautiful Womanhood Differs from Other Magazines

Admirable magazines there are and many of them, that are classified under the general category of "women's magazines" but of all we have examined in years of observation, we have yet to find one that every woman can look upon as being peculiarly her own. In each and every one the identity of woman seems to be confused with household matters, cookery, styles and many other things which in the last analysis, while of interest to women, are in no wise representative of womanhood itself.

Because we are convinced that women will welcome a magazine to which they can turn with the feeling that here they will find nothing that does not deal entirely with the things which constitute womanhood in its finest, truest sense, July 15th will mark the inception of *Beautiful Womanhood*—a newcomer among the powerfully successful group of periodicals constituting the "Macfadden Publications."

Why the Name "Beautiful Womanhood"

This great new magazine has been named "*Beautiful Womanhood*" because the world thinks of women in terms of beauty. Not beauty of face and perfectly moulded form but the deep, underlying qualities of womanhood that have made her sex revered and her name symbolic thru the ages of all that is fine and pure, constant and unselfish, loyal and incorruptible, charmingly desirable.

These are the qualities that by ceaselessly striving for a higher plane of being, for better conditions and greater advantages for her children, have literally built up civilization from a state of darkest savagery. And these are the qualities that constitute the true beauty and charm of womanhood that is the birthright of every woman, that every woman possesses in a greater or less degree and which, unlike purely physical beauty, every woman has it in her power to increase to a point limited only by her own desire.

With this true inner beauty of womanhood, without which no woman, no matter how physically perfect, is really beautiful, and possessing which in marked degree, the plainest woman wields an irresistible charm, will *Beautiful Womanhood* deal.

Its aim and ambition is to make each issue such that every woman reading it will be broader, finer, more vitally alive for having done so, possessed of a greater degree of the beauty and charm of womanhood thru a deeper knowledge of the underlying facts of life; to make itself a true friend to every woman in time of need and a source of keenest pleasure in her lighter moments.

The first issue, August, will be on sale at the news-stands July 15th. 25 cents per copy.

May it bring the joy to you we think it will.

MACFADDEN PUBLICATIONS, INC.

119 West 40th Street, New York

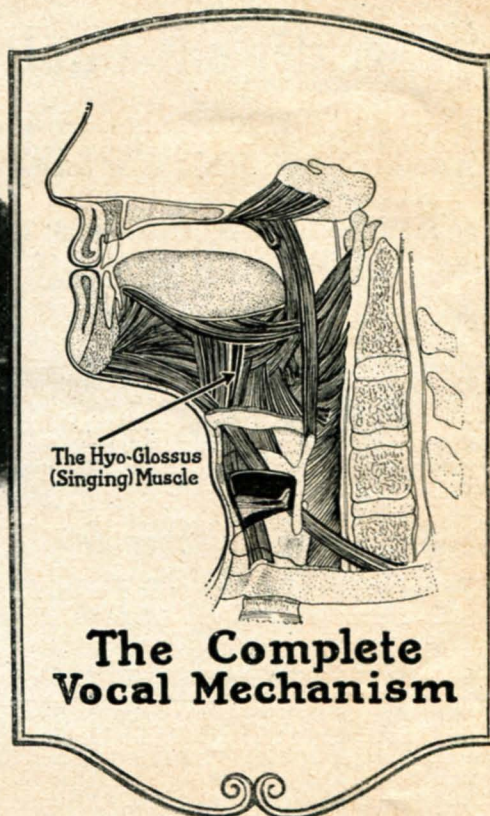
The Secret of Caruso's Greatness



He was a Musical Athlete!

He sang in the marvelous way that he did because of the superb development of his Hyo-Glossus Muscle—the muscle that determines the singing quality of every voice.

Develop your Hyo-Glossus Muscle! A good voice will be made better, a lost voice restored, stammering or stuttering cured.



Your Voice Can Be Improved 100%

YOU have a Hyo-Glossus Muscle in your throat. If it is large and vigorous, you have a beautiful voice, you are a "born" singer. If it is small, undeveloped, your voice is apt to be weak, or harsh, or shrill; maybe you stammer or stutter. Weaken and abuse this muscle by improper use and you lose what singing voice you have.

Good Voices Made Better Lost Voices Restored

Thru Professor Feuchtinger's methods you can develop your Hyo-Glossus Muscle by simple, silent muscular exercises, right in your own home, in the privacy of your own room.

Strengthen this muscle and your voice becomes full, resonant and rich. Your tones will have a color and purity surpassing your dreams. If you speak in public your voice will have vigor, expression, carrying power and endurance. All defects of speech will be remedied.

A Real Money Back Guarantee

The Perfect Voice Institute does not ask you to take a chance. We absolutely guarantee that Professor Feuchtinger's methods will improve your voice 100% in your opinion—or refund your

money. You are to be the sole judge; on your decision depends whether or not we keep your money.

You take no risk. We take no risk. Over 10,000 pupils have received the happy benefits of Professor Feuchtinger's methods. They always make good.

Who Professor Feuchtinger Is

Abroad, the name of Feuchtinger is one to conjure with. The grandfather of the professor was Court Director for the Duke of Waldeck; his father was a great musical leader during the reign of Charles, King of Wurtemberg. Professor Feuchtinger, A. M., is well known in the musical world for the work he has done in discovering and perfecting a series of exercises that will develop the Hyo-Glossus Muscle in any throat—the same training that is being offered you thru the Perfect Voice Institute. He has lectured before many universities and colleges here and abroad. His personal pupils run into the hundreds.

Great Opera Stars Among His Students

Mdme. Puritz-Schuman, Sofie Wiesner, Metropolitan Opera; Villy Zuern, Paul Hochheim, Julius Brischke, Mdme. Marg. Krabb, Paul Bauer, Magda Lumtizer, Adolph Kopp, Ylva Hellberg, Anton Hummelstein—these

are only a few of the operatic song birds who have studied under Professor Feuchtinger during his years as a *maestro* in Berlin.

Practice In Your Home

There is nothing hard or complicated about the professor's methods. They are ideally adapted for correspondence instruction. Give him a few minutes a day—that's all. The exercises are silent. The results are sure.

If ambitious to improve or restore your voice, you owe it to yourself to learn more about the function and the importance of the singing muscle—the Hyo-Glossus. Inform yourself about this new and scientific method of voice culture. The literature we send will be a revelation and an education.

Send For FREE Illustrated Booklet Today

Every reader of PHYSICAL CULTURE is cordially invited to send for Professor Feuchtinger's great book on this subject. It's free if you fill out the coupon below. The number of these books is limited. Don't delay! Don't wait! Act today! Filling out the coupon below may be the turning point in your life. Send it right away.

PERFECT VOICE INSTITUTE Studio B-572, 1922 Sunnyside Ave., Chicago, Ill.

Send me the illustrated, FREE book and facts about the Feuchtinger Method. I have put X opposite subject that interests me most. I assume no obligations whatever.

Singing Speaking Stammering Weak

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Chicago

The Maximum of Result with the Minimum of Effort

A Concise Description of the Teachings in Our Book

"Checkley's Natural Method of Physical Training"

When we say "natural," we do not mean the long-hair, bare-foot, raw-food, cave-man stuff. We do mean that Checkley explains certain little-known natural laws, that if once adopted, will enable you to become healthy, shapely and strong, by force of habit.

Why Exercise 15 Minutes a Day for the Rest of Your Life?

It is not necessary. The wild animals do not train. **The lion keeps his wonderful strength without extraordinary effort.** Mankind can do the same thing. In this book Checkley gives a number of special exercises, but only for those who have become overly fat, and for those whose joints are stiff or muscles flaccid through lack of proper use. And, mark you! these exercises are dropped just as soon as the object is obtained. After that the adoption of the habits of breathing, walking, etc., taught by Checkley, will bring added strength and health with no conscious exertion. As he said,

"It Is Like Having Money Out at Interest"

"The Income Does Not Seem to be Worked For." Listen to this Dictum of Checkley's (Page 18 of the Book)

"It is stating a simple truth to say that a man or woman should get good health, sufficient strength and *perfection of form* in the ordinary activities of life, if those activities, however meagre, are carried out in obedience to right laws!"

Checkley practiced what he preached. Having but an ordinary physique and poor health, he found that he made but slight gains from a slavish routine of exercises, so studied anatomy and evolved his system of **growing** healthy and strong. He acquired such a constitution, and such strength and **underlying vitality**, that at the age of seventy he was able, any day, to trot one hundred yards while carrying three men on his back. Yet he mentions his own strength only once in his book. He took more pride in perfecting the physique of one pupil than in his own marvelous physical powers. He believed that vigorous health is the first consideration, that no great or abiding muscular strength is possible unless the bodily carriage is such that the organs and glands can function properly.

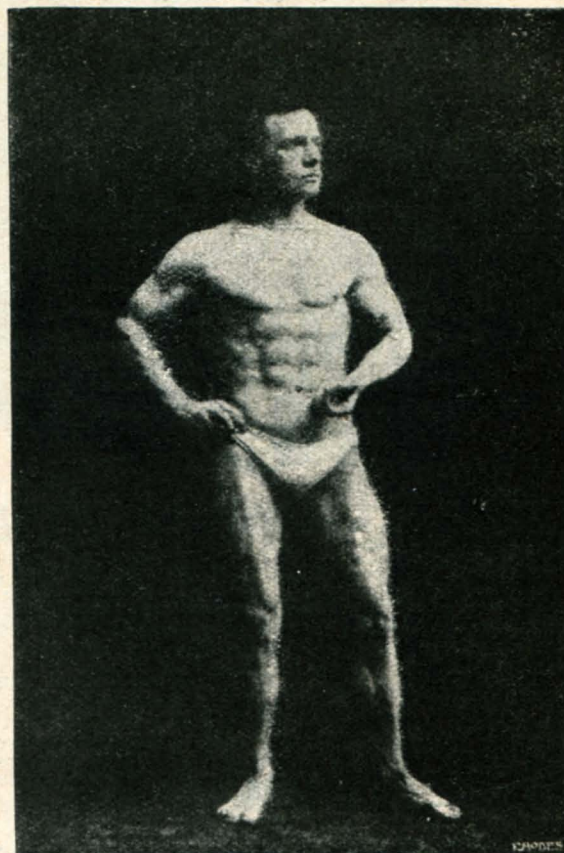
This is a Constructive Book

Not a preachment against tobacco, liquor or other indulgences, but a careful **detailed** explanation of (among other things) a certain way of walking that gives you shapely, well-knit legs, a certain bodily carriage that gives you a back of wonderful strength, a certain method of "costal" breathing that produces a high-arched chest and lungs of great capacity and **high quality**, and most startling of all, a certain angle at which to carry the hips that **absolutely prevents the accumulation of abdominal fat.**

would enable any devotee of athletics to excel in his particular branch of sport. As for women, he proved by his pupils, that **any woman can make herself shapely.** He says,

"I am the holder of somewhat radical views about the physical possibilities of women. I have seen in China, I have seen in England, I have seen in Germany types of women reared under certain conditions, that make me doubt very much whether the long accepted physical inferiority of women is indeed a fact."

This is not merely a "keep fit" system, but one that will put you in the superman class, without monotonous exercise or distasteful dieting.



EDWIN CHECKLEY, AUTHOR AND TEACHER

HAVE YOU READ

"Checkley's Natural Method of Physical Training"

of which Dr. Jas. Rhodes Buchanan, writing in the "Anthropologist" said:

"His methods and discoveries differ so widely from everything that has been done in that direction heretofore, and are indeed so marvelous, as to suggest that something more than the common reasoning power of man may have guided him as by intuition to doctrines so novel, of which there has never been a hint in any production of physicians, artists, hygienists or philosophers heretofore."

Checkley's book contains a complete exposition of his methods. It will revolutionize all your ideas.

The fourteen chapters start with "The Bugbear of Training" and end with "On Retaining Youth."

It is cloth bound, over 200 pages and fully illustrated.

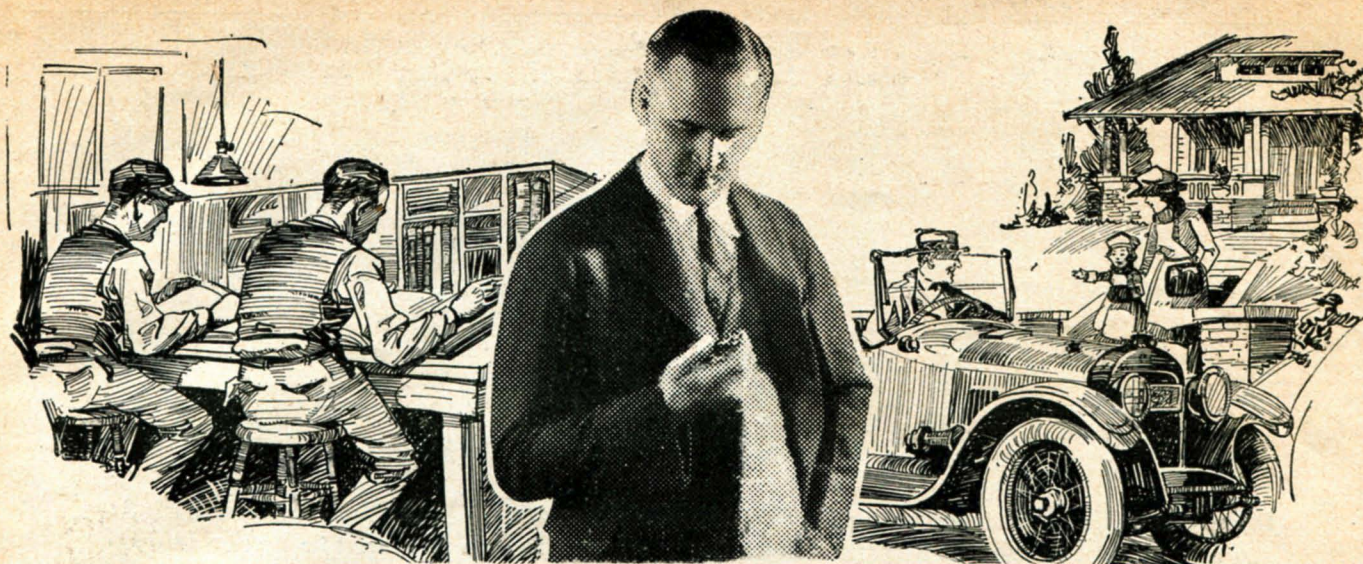
The Ideal System For Both Men and Women

Because anyone can practice it anywhere, **no apparatus being required.** That the man who is a semi-invalid can not only cure himself, but also raise himself far above the average. Also that the mere adoption of his method of breathing and walking produces a **new branch of sport.** As for women, he proved by his pupils, that **any woman can**

Price **\$2** Postpaid

Send cash, check or money-order to

THE CHECKLEY BUREAU, 2111, N. Orianna St., Dept. A, Phila., Pa.



In every man's life there is one Big Moment when he makes the decision that either robs him of success—or leads on to fortune

Your One Chance to Earn The Biggest Money of Your Life!

HAVE you ever considered why our richest men come from our poorest boys? Isn't it a strange thing that it is almost invariably a young fellow who starts life without a cent in the world, without education, without influential friends—in short, without one single solitary advantage—who accumulates millions of dollars? Isn't it a miracle that inside of a comparatively few years a man can rise from abject poverty to fabulous wealth?

Astonishing, certainly—but more important, it is wonderfully inspiring. For it means that no man need be held down by circumstances. Once he knows the "millionaire's secret," he can put it into operation regardless of all obstacles that seem to block his path. His fancied handicaps simply vanish into thin air. He suddenly finds that everything he touches turns to gold—money flows in upon him—fortune showers him with its favors. Everything he wants seems to come to him just as surely and easily as day comes after night.

The Secret that Makes Millionaires

But millionaires are not the only ones who use this secret. It has made every great man of history. Think of Napoleon—an unknown Corsican soldier in the ranks—then suddenly startling the world with his meteor-like rise, overthrowing empires, reshaping the destinies of nations!

What is this amazing secret that can work such wonders? It is just this: *The thing behind all big achievement, whether in business, political or military life, is opportunity.* The man who wins is the man who sees his opportunity and seizes it. The man who never rises above the rut is the man who lets his opportunity pass.

To every man there comes one BIG opportunity—the golden chance of his life. And in the moment he decides for or against that opportunity—whether he will seize it or let it pass—he decides the whole future course of his life.

How often you hear a man say: "If only I had recognized my opportunity when it came—if only I had taken advantage of it—I would be a rich man today."

The world is full of such men—they plod along year after year—slaving away, hoping that somehow things will take a turn for the better. But their chance for success is gone—it lies buried in the graveyard of neglected opportunity.

On the other hand, let a man see and grasp his Big Opportunity—no matter how obscure he may be, how poor, how lacking in advantage—and his sudden rise to success will astonish the world. People will gasp at the amazing transformation in his fortunes. Read the life of any millionaire and you will find this to be so.

Choose Between Low Pay and Magnificent Earnings

This very minute you may be face to face with your Big Opportunity—your one chance to earn the biggest money of your life! Right now your decision may mean the difference between a life of plodding, routine work at low pay and a career of inspiring success and magnificent earnings.

For now you are offered the very opportunity that has made other men rich, that has brought them more money than they ever dreamed of earning.

It is the same opportunity that lifted Warren Hartle, of Chicago, out of a job in the railway mail service, where in ten years he had never gotten beyond \$1,600 a year, and landed him in a \$10,000 a year job. It jumped Charles Berry, of Winterset, Iowa, from \$60 a month as a farmhand, to \$1,000 a month. It brought to C. W. Campbell, of Greensburg, Pa., a clerk on the railroad, a position that paid him \$1,562 in thirty days.

These men and hundreds more have found their Big Opportunity in the wonderful field of Salesmanship. They are all Master Salesmen now. They are earning the biggest money of their lives—more than they ever thought possible—they are engaged in the most fascinating work in the world—they are independent, come and go as they please—they meet big men—every minute of the day is filled with thrilling variety.

Your Big Opportunity may be here too, in the wonder field of Salesmanship. Perhaps you say you have never even thought of becoming a Salesman. But before you decide one way or the other, examine the facts for

yourself. See what Salesmanship offers you—why it is the best paid of all vocations—why there is no limit to what you may earn. Read the amazing proof that, no matter what you are doing now, you can quickly become a Master Salesman in your spare time at home—read how the National Salesmen's Training Association in its nation-wide search for men to fill the great need of Salesmen, has devised a wonderful system that reveals to you every Secret of Selling without interfering in the least with your present work. See how this famous organization helps you to a good position in the line of Selling you are best fitted for.

The opportunity that the N. S. T. A. offers you may be your one chance to earn the biggest money of your life, as it has been for hundreds of others. But whatever you do, don't pass it by without getting the facts.

Facts that Will Amaze You—Sent FREE

Mail the coupon below. This will not cost you a penny—it places you under no obligation. It simply means that you will receive, entirely FREE, a wonderful, illustrated Book "Modern Salesmanship" and Proof that you can be a Master Salesman. You will receive, also, the personal stories of men throughout the country who to-day are enjoying magnificent success and earning five, ten and fifteen times as much money as ever before.

Send NOW—this minute may be the turning-point in your life. Address,

National Salesmen's Training Association

Dept. 28-H Chicago, Ill.

National Salesmen's Training Association Dept. 28-H, Chicago, Ill.

I simply want to see the facts. Send me FREE your Book "Modern Salesmanship" and Proof that I can become a Master Salesman. Also tell how you can help me to a position and send list of lines with openings for Salesmen.

Name.....

Address.....

City.....State.....

Age.....Occupation.....

THE MASTER KEY

Do you recall one of those rare moments in life when the veil is lifted for a moment, when a breath of inspiration comes like a flash, when the future seems to be suddenly illuminated, when you feel a mastery stealing into hands and brain, when you see yourself as you really are, see the things you might do, the things you can do, when forces too deep for expression, too subtle for thought, take possession of you, and then, as you look back on the world again, you find it different, something has come into your life—you know not what, but you know it was something very real?

There is a power which can unlock the secret chambers of success and throw wide the doors which seem to bar men from the Treasure house of Nature. This may seem to be too good to be true, but remember that within a few years science has placed almost infinite resources at the disposal of man. Is it not possible that there may be other laws containing still greater possibilities?

You need not acquire this power. You already have it. But you want to understand it; you want to use it; you want to control it; you want to impregnate yourself with it, so that you can go forward and carry the world before you.

And what is this world that you would carry before you? It is no dead pile of stones and timber; it is a living thing! It is made up of the beating hearts of humanity and the indescribable harmony of the myriad souls of men, now strong and impregnable, anon weak and vacillating.

It is evident that it requires understanding to work with material of this description; it is not work for the ordinary builder.

If you, too, would go aloft, into the heights, where all that you ever dared to think or hope is but a shadow of the dazzling reality, you may do so. Upon receipt of your name and address, I will send you a copy of a book by Mr. Bernard Guilbert Guerney, the celebrated New York author and literary critic. It will afford the inspiration which will put you in harmony with all that is best in life, and as you come into harmony with these things, you make them your own, you relate with them, you attract them to you.

But be careful that you do not miss this wonderful opportunity because of its great simplicity. Get your letter in the mail today; it will take but a moment, but it may be the supreme moment, in which you may discover the secret for which the ancient alchemists vainly sought, how gold in the mind may be converted into gold in the heart and in the hand!

CHAS. F. HAANEL, 212 Howard Bldg., St. Louis, Mo.

Please Note: *This book is sent without cost or obligation of any kind, either direct or implied.*

PHYSICAL CULTURE

BERNARR MACFADDEN'S VIEWPOINT

Physical Culture Week

OUR first *National Physical Culture Week* celebration was a huge success. The attention it attracted everywhere far exceeded our expectations. Endorsements from prominent people of all kinds assisted materially in making the week a great event. It was endorsed by General Pershing and prominent people everywhere. Ten governors, fourteen Congressmen, thirty-three mayors and eight Senators also lent their influence to the cause. In many cities celebrations of various kinds were held.

The public schools of Boston and New York recognized our National Week and helped us in celebrating it.

Allentown, Pa., among the smaller cities, deserves special credit for the enthusiastic manner in which it developed and carried out a real Physical Culture Week program.

Arthur Brisbane, the only author who is said to have a reading public of more than five million, devoted his entire department of more than a column in the first editorial pages of more than sixty newspapers.

Two meetings were held in New York. The first meeting at the Town Hall was well attended. Mr. Muldoon, Dr. Copeland and many other speakers presented the physical culture principles in a splendidly interesting manner. A large meeting was held at Webster Hall later on in the week, with a crowded attendance. The Rotary Club of New York gave a physical culture luncheon which was addressed by several members of the Physical Culture Committee.

This is merely a brief glimpse of some of the more important activities that were brought into being because of Physical Culture Week. The great outstanding factor, however, was the keen interest of the general public throughout the country in the cause for which this magazine has been fighting for so many years.

PHYSICAL CULTURE has come into its own. It secured recognition everywhere, from the highest to the lowest. Its sphere has been recognized. As a factor in the building of this Nation, from now on it should take its rightful place.

The builder of a stronger nation, which was the slogan adopted for Physical Culture Week, clearly presents our object. To build a stronger nation you must first of all build a stronger individual and added strength not only means more muscular power but it means improved digestion, better functioning throughout the body and, what is perhaps of more importance to many individuals, it means a clearer, better brain.

If your digestion is good, your blood contains the quality which is essential to properly nourish the brain and with a strong body and a brain that has been given proper activity, one has a capital in life that is invaluable. It is worth more than a rich inheritance. For money that comes to you without effort is soon squandered. If one is compelled to earn the capital that he uses he has then learned how to use it wisely. He understands how to husband his resources.

And to a large extent, physical health can be compared to financial health. When one works diligently and persistently for the health that he acquires, he values it. He knows how to take care of it. But when

one inherits unusual vitality and is able to break all the laws of health with impunity, physical capital is lightly valued. He often learns, when too late, that he might have saved his health and even his life, if he had been properly equipped with health knowledge.

Physical Culture Week has been a great national lesson. It has brought home to millions of people the importance and value of being fit. Office workers, bank presidents, executives everywhere, doctors, lawyers, statesmen, have had their attention called to our particular conception of physical culture. Unusual interest has been aroused in unexpected sources. Men of great influence in the Nation have added their weight in favor of our propaganda.



Physical Culture Exhibition Return

FIFTEEN years ago the first Physical Culture Exhibition was held in Madison Square Garden.

For two successive years this exhibition was continued. We have arranged another exhibition to take place the latter part of October. This should also serve as a great lesson, not only in New York but throughout the country, as to the value of the principles we have been advocating.

This exhibition will be, to a certain extent, similar to those previously held. There will be contests of various kinds in which prizes will be offered for athletic and muscular abilities.

A \$1,000 prize will also be given for the best specimen of manhood and the same prize for the best specimen of womanhood. Arrangements are being perfected to conduct a local contest in various cities so that proper representatives may be selected to compete in the national competition to be held at Madison Square Garden.

We expect this to be the greatest physical culture exhibition ever attempted. The various attractions cover every phase of the physical culture movement and should arouse the keenest possible interest of all those who attend.

One feature of this exhibition will be the presentation of human testimonials as to value of physical culture principles in the cure of disease. A space will be set apart for a number of people who have been miraculously cured of various so-called incurable diseases, through physical culture methods. Those attending the Garden will have an opportunity to talk to these people in person and hear their story first-hand. We invite those whose lives have been saved through physical culture methods to communicate with us if they would like to spend the week in New York. We will pay the expenses during that week to all those whose services are acceptable in connection with this particular feature.

When one has been cured, in a miraculous manner, from an apparently incurable disease, he likes nothing better than an opportunity to tell his experience. He wants others to go and do likewise.

Those who want to take part in these living testimonials should communicate with us. Those who

are capable of presenting unusual features of any kind are invited to write to the Manager of Physical Culture Exhibition.



Hot Weather Diet

ESPECIAL attention is called to the article on hot-weather diet appearing in this issue. Do not forget the importance of giving at least a reasonable amount of attention to your diet during the hot season. During the Summer one can very greatly increase the discomfort associated with heat, by eating beyond the needs of the body.

Be sure to eat freely of fruit at this season. A fruit meal, now and then, is quite valuable.

Green salads, of all kinds, can also be recommended. A meal composed of salads, with a little whole wheat bread and butter, is very much better than a meal of meat and potatoes at this period of the year. An entire fast of a day or two, at this time of the year, is perhaps more agreeable than at any other time.

One of the most uncomfortable features associated with fasting is depleted circulation. One feels the cold far more than usual. Naturally during hot weather, one does not notice symptoms of this nature.

This is also a good time of the year to test out the no breakfast plan, if you have never tried it before. Be satisfied with one or two glasses of cold water. Though if you are addicted to the coffee habit, perhaps hot water might be better. Your organism will not miss the stimulus of breakfast quite so much if the usual hot drink is taken.

It is needless to mention the necessity of avoiding heavy meats. But if you do eat meat, do not take too many other foods at the same meal. The principal injury that comes from a meat diet is the mixture of meat with other foods. Meat, for example, is supposed to be one of the principal causes of rheumatism. But Dr. Salisbury, the celebrated physician, of meat diet fame, cured many cases of rheumatism with an exclusive diet of meat and hot water.



Exercise in Hot Weather

DO not be afraid to exercise at this time of the year. It is during hot weather that all the best records are broken. The runner can run faster at this time; the weight thrower seems to be able to throw his weights further; the jumper can jump farther and higher. Therefore, heat apparently improves functional activity. It is generally the best time of the year to build unusual vitality. When the body perspires freely, all the functions are working with unusual activity and this is especially true when perspiration is produced by active exercise of some sort. Even in very hot weather, if one will make a practice of getting a "good sweat" once a day, with some active physical work, the heat will not be so noticeable at other times of the day and the tendency to excessive perspiration at other times will be very greatly lessened.

Walking is an especially valuable exercise that can be recommended during hot weather, though naturally it will be more enjoyable during the morning and evening—the cool periods of the day. Running can be especially recommended if you are strong enough to endure an exercise of this sort, though it is a good plan to take a shower bath or jump into a tub after a run. When the body is wet with perspiration, there is nothing quite so enjoyable as a good hot bath, preferably followed by a cold shower.

Sun-Baths in Summer

ON the bathing beaches everywhere, bathers secure the advantage of sun-bathing for parts of their bodies. If you will go to a little trouble at home, you can often arrange a sun-bath which will enable you to go the ocean-bathers one better. You can secure the great advantage of a sun-bath without clothing. Sometimes this can be done by lying on the floor in the full rays of the sun and near an open window. Sometimes you can arrange an enclosure on the roof of your house or in the backyard, where the full rays of the sun can be allowed to play on all parts of the body. Remember, however, that too much of a good thing is sometimes injurious and this rule especially applies to sunlight. If you take too much sunlight on a particular part of the body, at one time, you will be burnt almost as badly as if you had come in contact with a red-hot stove. If one has a white skin, five or ten minutes at one time is sufficient to expose one part of the body. If you change your position frequently, so that the full rays do not shine on one part too long a period, you can perhaps stand ten or twenty minutes the first day. By taking a little more sunlight each day you can gradually acquire a coat of tan without being burnt and when your skin is properly tanned, you can stand any amount of sunlight with distinct benefit.



Time to Play

THIS is the time of year when play is inviting. It calls to you everywhere. There are baseball, tennis, golf—all the various outdoor games that come into being during the Summer. If you have never learned to play, now is a good time to begin. No matter how old you are, the play spirit will be of value. When you forget how to play, you begin slowly but surely to lose the spirit of youth and when you lose this characteristic, old age creeps upon you very quickly.

The retainment of the spirit of youth means something more than keeping the joints supple, the body strong and vital. It means a mental aliveness which is really essential to make life worth while. Youthful spirits not only make life more pleasing but characteristics of this sort help you to surmount difficulties. Acquire the habit of playing at regular intervals. The beaches everywhere encourage the frolicsome spirit. Get out of the audience and be one of the actors. It doesn't matter how old you are. There is some game that will apply to you. If you cannot find anybody to play with, then do the best you can all by yourself. Wander here, there and everywhere and take long tramps through the hills. Get out into the open. Breathe in the air that is free from city smoke and dust and other poisons. Find some place where you can give free vent to whatever remnants of the frolicsome spirit of youth you still possess.

Put your dignity aside. Forget it for these times at least. Dignity is associated with a certain amount of stiffness. It is the principal associate of old age.

Just be your natural self. Take a lesson from the gamboling kid or the high-spirited, playful boy.

This encouragement of the play spirit will do a great deal towards maintaining and retaining the youthful characteristics that are so invaluable as a means of making life worth while.

Bernarr Macfadden

The Body Beautiful



EVERY striking example of masculine beauty as developed by physical culture and dancing. Mr. Chester Hale, appearing in the Music Box Revue.

Photo by Maurice Goldberg.



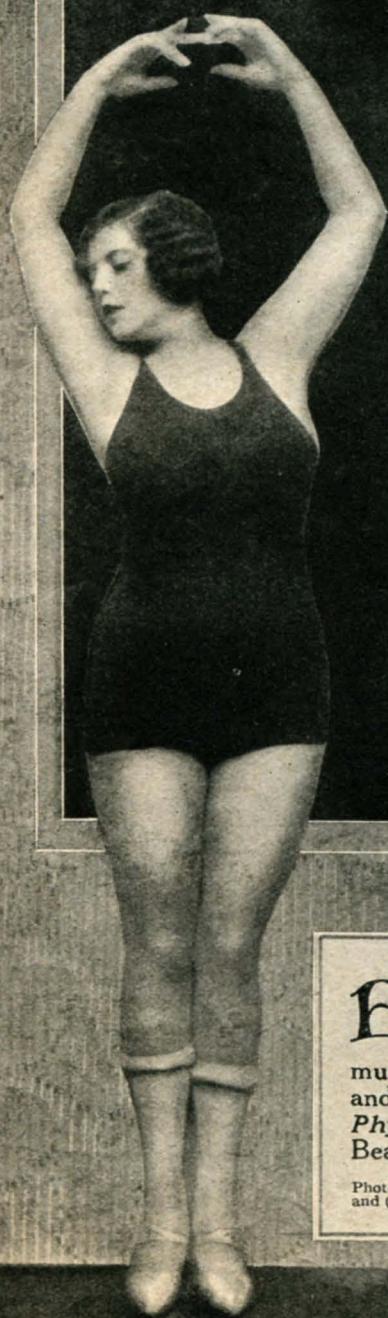
MISS MARGIE WHITTINGTON, product of physical culture, came to New York and was immediately engaged for Ziegfeld's Midnight Frolics over a waiting list of five hundred candidates. She never wore corsets or high heels. The result is seen in the photographs, including her beautiful feet, shown on the opposite page.

She says: "I was born on January 11th, 1899, in Montgomery, W. Va. From my first year I was anemic, thin and subject to frequent illness. I had pneumonia every year for ten years. This left me with weak lungs and a shattered physical system. At fifteen I weighed only eighty-one pounds. At seventeen I began physical culture work. It became a sort of religion. I now weigh one hundred and twenty-two pounds; am able to pass almost any physical test. Hiking and swimming are my hobbies. I never eat meat or rich pastries, and I never drink coffee or tea. At nineteen I became an artist's model, posing for the late Frank Duveneck and others."

Photos by Apeda and (below)
Fab Studios, New York







A TYPICAL Ziegfeld beauty, Miss Betty Williams, of Ziegfeld's musical production, "Sally," and rated very high in *Physical Culture's* Most Beautiful Woman Contest.

Photos by Alfred Cheney Johnson and (at right) Abby.

Sleeping Powders

By Dr. Frank Crane

THE one thing that everybody ought to know about this subject is that there is no such thing as a safe sleeping powder. Anything that will surely put you to sleep is dangerous.

The trouble with most sleeping potions is that they contain something which grips the heart, and nobody knows the weakness of that essential organ in his own case.

Besides this there is a further danger, which is that of forming a habit. Once you get into the way of taking something to make you sleep you will have to go on. It may be a useful devil in an emergency, but like other devils it is easier to ask in than to get out.

Most physicians are very careful about giving people something to make them sleep, and only do it as a last resort, and after careful examination.

Above all things one should not get into the way of going to the drug store, buying something to make him sleep and keeping it handy.

Lord Harcourt, a prominent English statesman, some time ago took a small dose of a comparatively harmless sleeping draught. He went to sleep and never woke up. And very probably on the same day a thousand other mistaken sufferers did the same thing, although their deaths were not reported in the newspapers or were attributed to natural causes.

The one safe rule about sleeping potions is to let them alone and never take them except as they are prescribed by a physician.

Sleeplessness is a distressing affliction. But it is one of those troubles that rarely can be treated directly. If we would act intelligently we must go to the causes and remove them. One who is just beginning to develop a habit of sleeplessness should be made to realize that once he gets into the grip of insomnia it is liable to go on and become worse and worse, unless he immediately changes his habits of life.

One of the commonest causes of sleeplessness and one which it is quite essential to remove if there is to be any cure, is worry. And the one class of people with whom it is most difficult to reason is the tribe of them that worries.

You tell them to quit worrying and they look at you with a superior smile or repulse you with a gesture of impatience. What do you know about it? You simply don't understand! It is all well enough for you to talk, but if you had to bear what they had to

bear you would not prate about quitting worry.

It never seems to occur to these people that worrying simply makes them worry more, and they regard it almost as an insult if you insist that worry is a demon that any mind can grapple with and banish if it will exercise its will power and ordinary intelligence.

Just how to stop your worrying of course no one can tell you, because your trouble is made up of such an infinity of details and complications. All that can be done is to lay down certain general principles, which you must apply yourself, if you have sense enough and self-control enough.

One important element in the worry cure is fresh air. Be out of doors as much as possible during the day, and at night sleep in a room where the windows are open. The microbe of worry thrives in enclosures.

Another remedy for worry is to go away. Sometimes this is not possible but it is possible oftener than people imagine. There are more important things in life than your petty little conventionalities and duties, and one of these important things is your own health. If your nerves are all frazzled and your soul in a state of continual irritation it is certainly better to cut your stick and run than to sit around and bedevil other people.

You must get physically fit. Nothing like robust health can stand against the pin pricks of annoyance.

Another remedy is good and suitable food. Find out the kind of food you ought to eat and the kind you should let alone, and follow your intelligence and not your appetite.

Get physically tired. Do not go to bed till you are sleepy. And by the same token get up when you wake up. Let bed be identical in your mind with sleep, and not with day dreaming.

Often when you cannot sleep, if you will get up and change your night clothing and air the bed, and possibly take a warm bath, it would drive away the nervousness.

Keep your feet warm and your pillow high.

Very often something to eat just before going to bed helps matters. A fairly warm glass of milk with many is a soporific.

Take no tea or coffee after midday and let all alcoholic drinks alone.

Above all, clean all the anger, malice, hate and despair out of your mind before you lay your body on your bed.

And it may be stated in closing that those who are able to make a sincere prayer before retiring have a distinct advantage over others.



An executive with the physical culture idea and a string of other big ideas—
John A. Ritchie, President of the Fifth Avenue Coach Company, New York.

Building a Business *from the Babies Up*

The Fifth Avenue Coach Company Is Conducted On a
Physical Culture Basis—A Model for Industrial Improvement

By Wainwright Evans

WITHIN the last six months that procession of big, double-decked busses which goes zooming up and down Fifth Avenue and Riverside Drive, from Washington Square to Grant's Tomb, has carried more than twenty-six million passengers; and only ninety-three of the lot have complained to the Fifth Avenue Coach Company of the quality of the transportation it sells.

When you come to think of it that is a very remarkable feat. For some thirteen hundred bus drivers and conductors to handle twenty-six million passengers of every variety of temper, touchiness, and attitude of mind, and to do it with such skill and tact as to draw complaints from only one in every two hundred and eighty thousand of them is little short of a miracle, even if you make liberal allowance for those cases of dissatisfaction where no complaint was made. It indicates something very close to a service one hundred per cent efficient.

Consider—here are

twenty-six million passengers, each of them paying to the conductor a fare of ten cents which entitles the payer to ten miles of transportation if he shall choose to stay with the bus from the beginning to the end of its route. Some of these are easy to please, others are impossible to please; some can reason, others are pugnacious fools. There are self-important youths and crabbed old men, there are

impudent little flappers and flustered old ladies; and then there is the ordinary average crowd that uncomplainingly and philosophically and reasonably takes life in New York as it is and makes the best of it. The truest generalization that could well be made of that multitude is that the one thing it possesses in common is Legs, which, for the moment, it does not desire to make use of.

How the Fifth Avenue Coach Company, through its thirteen hundred neatly uniformed, cool, collected, and evidently well-conditioned drivers and



How would you manage thirteen hundred employees so as to almost avoid complaints and accidents? These busses in March carried 4,315,533 passengers, with a record of eleven complaints. Last year they received 385 letters of commendation—three times the number of complaints. In three months of this year they received 40 complaints and 110 commendations.

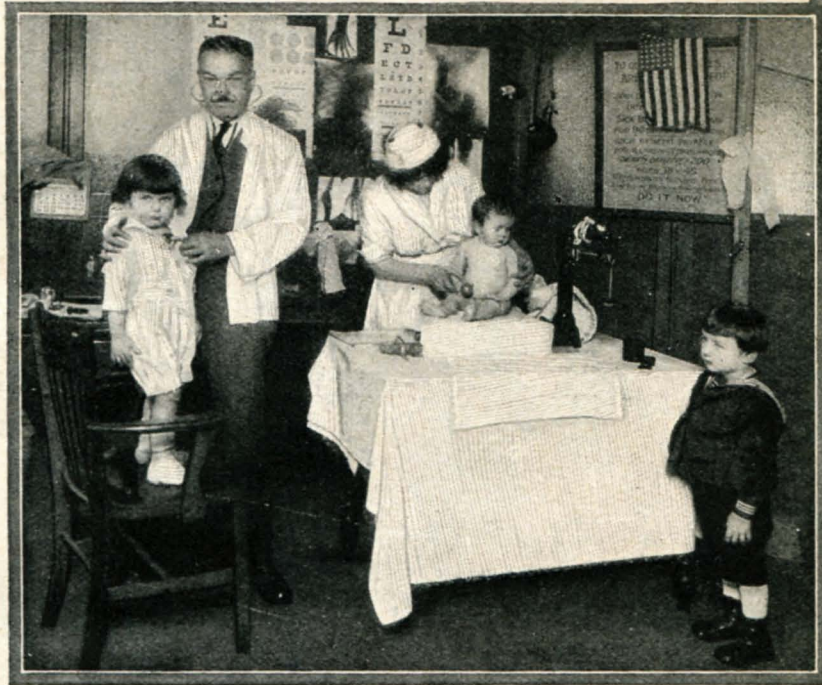
conductors find it possible to sell safe and sure transportation at such a rate to that many persons, and to get away with the job year after year, is a story—a regular physical culture story. I can put the gist of it in a nutshell by a single question and the answer to it: If you were planning to put over the apparently next to impossible task of finding some way to get thirteen hundred average men to carry twenty-six million passengers with nearly one hundred per cent. satisfaction to the passengers, how would you go about it? How would you pick your men, and what would you do with them when you got them?

Well, your first concern would be, wouldn't it, to see that your thirteen hundred men were all of them well, happy, and physically fit. You would regard steady nerves, clear brains, self-control, good nature, sense of humor, and civility as your absolutely essential stock in trade; and you would realize from the start that these qualities, so essential in dealing with millions of persons, go with health and happiness.

That's how the Fifth Avenue Coach Company reasoned it out. The interesting thing about the Fifth Avenue Coach Company is that having set itself a certain standard of transportation service, it acted on the assumption that such an exacting standard would be possible only if it could be based on the mental and physical health of its men—exactly for the same reason

that the power of an army for its exacting work rests on the morale and the physical condition of the men who compose it.

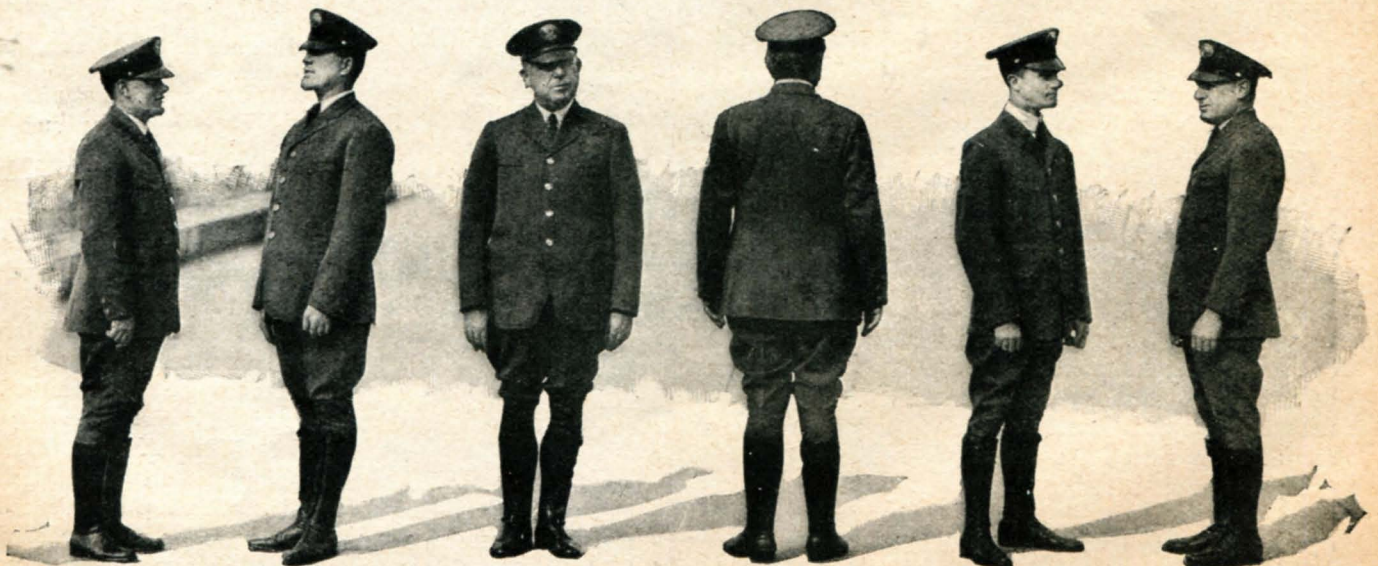
But let me make one thing clear at the very start. This is not a story about "welfare" work. It has nothing to do



Contentment is fundamental to good work. The Fifth Avenue bus people are not worried by sick babies or family troubles if the Company can help it. The Company's physician and the head nurse, Miss Conroy (above), see to it that the four hundred "bus babies" have little or no illness.

with "uplift." It is not one of those sickening tales of the big company that tries to "improve" the condition of its "employees" simply in order that it may exploit them to better advantage, and keep them contented in spite of the fact that they continue to be treated as cogs in the machine and not as men.

The theory on which the Fifth Avenue Coach Company sells a courteous and satisfactory transportation



A fine standard of manhood is required of these men, including cleanliness, neatness and careful grooming. When you stop to think of it, a carefully selected lot of employees means at the same time a carefully selected group of parents—one reason why this Company has such a wonderful lot of healthy, splendid babies.

to the public is perfectly simple—so simple and so *decent* that it is practically unique in American industry. It is the theory that the only way to sell fair dealing to the public is to make fair dealing a medium of exchange. The Fifth Avenue Coach Company has hit upon the novel idea of treating its men the way it wants *them* to treat the public. It has discovered that you can't create Good Will out of nothing, and that Charity begins at home. It has found out that if it does not want its men to treat those twenty-six million passengers as Things instead of Persons it must not treat its men as Things instead of Persons.

To treat a man as a Person instead of a Thing is easy enough if you sincerely regard him as a Person; it is, on the



These are typical of the four hundred Fifth Avenue "bus babies." At the top, happy Ralph McLoughlin at three months, and just below, Catherine Dundon at nine months.

If you *feel* right toward a man it's the easiest thing in the world to get on with him; and the Fifth Avenue Coach Company is that way. First of all it gets on with its men. It seeks an intimate understanding of their needs; it seeks to provide them with all the essentials of health and happiness; and on this basis it seeks, and claims, and gets, their conscious cooperation. Having done this, it finds that other things are added—financial prosperity, for instance.

Do not infer from this that it is a pink tea proposition, or a class in the Polyanna school. There is no savor of lavender and old lace about it.

The Fifth Avenue Coach Company is a going concern, and it keeps books, and it aims to make money. It doesn't dispense charity, and it won't employ men who expect charity. It simply makes a rigorous application of the



Catherine Sheehy at five years.



John T. Ahearn at four years.



Florence E. Mosby at fourteen months.

other hand, quite impossible if, in your secret heart, you regard him as a Thing. That is the real reason why most big industrial concerns that have in the past built model homes and gymnasiums and club houses and so on for their men have failed of their purpose utterly. Their hearts were often rotten; their big programs, so far as underlying motive went, hadn't a shred of genuine good will about them, nor a single purpose that didn't beat a path to the Dollar. This they couldn't conceal; and so they failed. So will they always fail till they cease to exist for the sole and exclusive purpose of making money.

principles of decent conduct all along the line; it observes the rules of the road in its garages in 102nd Street and 132nd Street as well as on Fifth Avenue and the Drive; it gives to every man his due, with a margin over; and it expects the same. Nor will it employ men who are not morally capable of themselves grasping this idea and of acting on it.

The Fifth Avenue Coach Company has a curious, and to me, very interesting rule which prohibits its men from *whistling* while on duty. The reason for the rule is twofold: In the first place, whistling annoys some passengers and causes them to send in letters of complaint; in the second place, the men have an almost irresistible impulse to whistle (Continued on page 78)

My "Raw Food" Baby

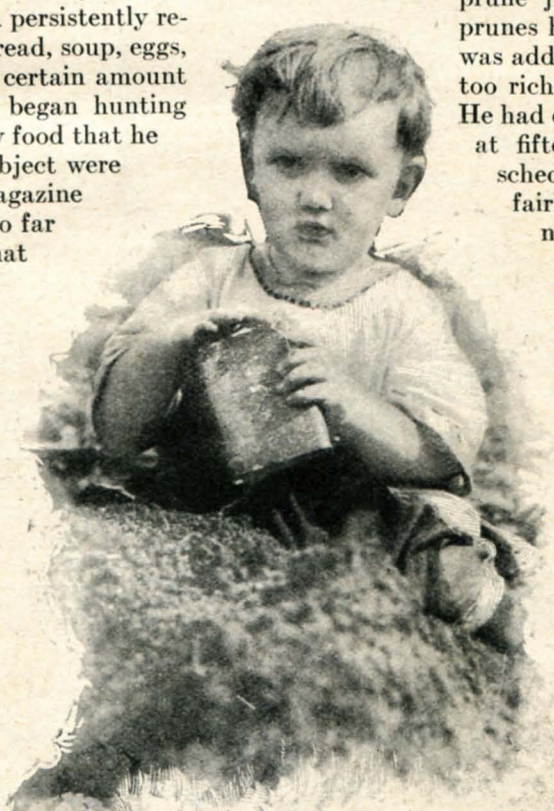
By Mrs. R. M. Cassidy

WHY is a cook? If the average human being can live comfortably on fresh fruit, salads and other uncooked foods during the warm summer days, why, with a little careful selection as to more oily nuts and fruits, can't he live on raw foods during the colder winter months? As a child I had an insatiable appetite for nuts, raisins, bananas, dried figs, apricots and prunes as well as all kinds of fresh fruits. I always imagined if I could have all of them I wanted I wouldn't care about cooked food, so when my eighteen months old son persistently refused cooked food such as bread, soup, eggs, cereals or custards, I felt a certain amount of sympathy for him and began hunting around for some kind of raw food that he could eat. Books on the subject were extremely hard to find, magazine articles more so. No one, so far as I knew, had ever tried that sort of diet on a baby, so I had to blaze the trail alone. If another mother with a similar problem will benefit by my experience, the relating of it will have been worth while.

At sixteen months our baby's diet was composed mostly of milk and prune or orange juice. His daily schedule was as follows:

6:30 A. M.	8 oz milk.
8:30 "	4 " prune juice.
10:00 "	8 " milk.
2:00 P. M.	8 " milk.
4:00 "	4 " prune juice or sweet orange juice
6:00 "	8 " milk.
7:00 "	4 " milk.

After the 10:00 A.M. feeding he slept from two to three hours and after the 7:00 P.M. went to sleep for the night. His milk was unpasteurized cow's milk; the prune juice simply the water in which dried prunes had been cooked for an hour. No sugar was added to the prunes, and if the juice seemed too rich and syrupy, it was diluted with water. He had cut his first teeth at nine months, walked at fifteen and measured up to the average schedule for his age. We considered him fairly normal, except for his appetite. He needed more solid food, but he would not eat anything cooked, except occasionally a little baked potato and a graham wafer. He would go out into the garden, pull up raw carrots and go around chewing them for hours, sometimes swallowing a little. So I scraped a raw carrot, grated it fine and gave him a spoonful. He ate it ravenously (Continued on page 76)



WE have seen some very wonderful babies but never one easier to look at than this little son of Mrs. Cassidy, who tells in this story how she is raising him on raw food.

The publication of a story of this kind, which is an interesting and instructive experience, does not mean that the Editor holds that exactly this regimen would suit all babies. Neither do we hold that it would not. Many, however, will question the use of bananas and raw carrots in the diet of a two-year-old child.

In emphasizing, however, the use of uncooked foods such as are suitable, appetizing and digestible, we feel that we are on solid ground. The curse of modern life is denatured food. Raw food is natural food, whether for children or adults. You'll find no scurvy or "rickets" among raw food children.



Take Off Twenty Years

By Julian Hawthorne

DECORATIONS BY R. A. CAMERON

LET us assume that you are a man between fifty and seventy years of age, and that you have neglected any sort of systematic physical training since you were thirty. Before you were thirty, you may not have led an active life—been in athletics, or habitually and vigorously used your body and limbs in the open air. We will further assume that you are not a cripple, and have contracted no organic disease that makes lively movement impossible or perilous. But after your long period of inaction, you find your joints creaky, your muscles flabby, you have no impulse to run and jump about; you stoop a little as you walk or stand; you sit down at every opportunity, and when you sit, you slump; your head projects forward, your breathing is short and shallow; any sudden exertion makes your heart thump; the muscles of your face are relaxed and “pappy.”

You walk with short steps, never straightening your knees, and you are slack of effort of any kind. You have to be very careful what you eat and how much, for your digestion is feeble and whimsical, and your excretory functions correspondingly sluggish, or worse. You say to yourself, “My day is over!”

Your mental faculties, meantime, are perhaps still sharp enough in certain directions—in the line of your business or profession especially; but that is because activity in that line has become a second nature, as we say,—routine habit, instinct almost. If anything novel or unprecedented turns up, you are unready and slow, you prefer the old ways. You shake your head and grumble about this “new-fangled stuff!” Your mind resembles an old warped chest of drawers; only the compartments which have been in constant use can be opened without a tug. Your thoughts are monotonous, your ideas contracted and rigid. You

have fallen into the habit of using certain words or phrases continually, without thinking, mechanically, just to fill up a vacancy. You shrink from the effort of fresh and independent thought, just as you shrink from lifting a heavy weight, or running to catch a car. If folks

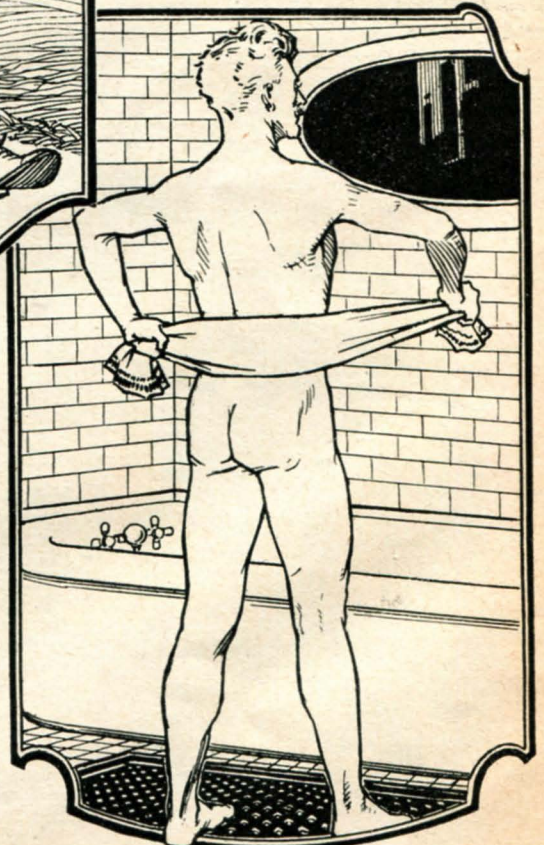
try to stir you up, you say, “Oh, I’m not as young as I used to be! Everybody comes to be old sometime!”—thus repeating what you have heard other elderly people say, and accepting it as the truth.

I myself have passed through the Valley of the Shadow, and have passed out of it into the sunshine: I am seventy-six years old. My heart, lungs, liver, stomach and bowels are in excellent order, my muscles are tough and supple, my joints flexible, and my blood pressure the same that it was when I was twenty-one. I haven’t the muscular strength and endurance that I had at that age, but I can still keep up a four-mile-an-hour gait for five or six



The best time to learn how to breathe is when you are walking briskly out of doors. The author, who has accomplished a tremendous total of deep breathing in his nearly four score years, gives details on breathing in the course of this inspirational article on keeping young.

Perspiration is of prime importance. But sweat is no good if you neglect to rub your skin dry afterwards, according to the author. Dash some water over yourself and then go at it with a Turkish towel.



hours, and feel no more than agreeably tired. For forty years I have stuck to getting out before breakfast and running from one to four miles, afterward going through twenty or thirty calisthenic movements. It is nothing extraordinary; what I have done, the average man in my circumstances can do, but he can be very much better off than the melancholy figure described above, with no more than half or a third as much exertion.

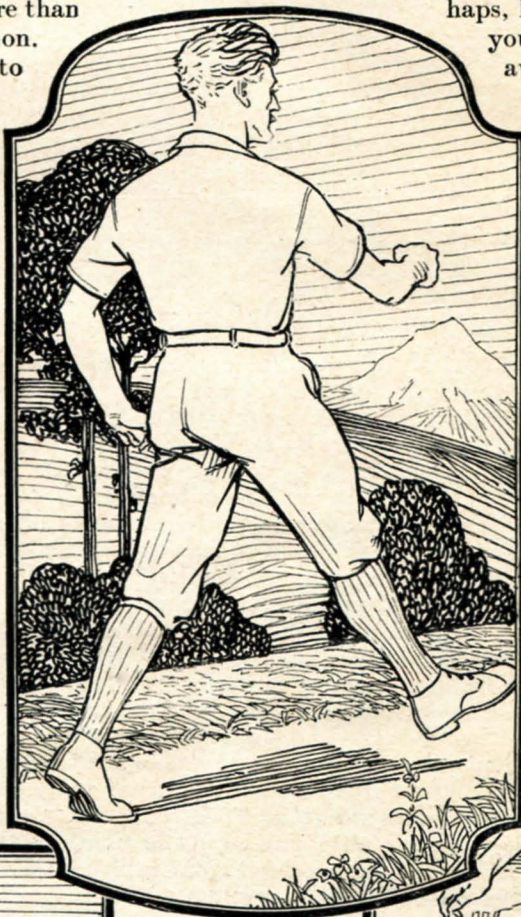
Only, as I have said, he must stick to it at least three hundred days in every year. After he gets well under way, however, he will keep it up for the pleasure of it. The pleasure of making one's body healthy and efficient is very great, and it never palls.

Mark, in the first place, that the outside of your body is not nearly as important as the inside. The exercise you take after fifty is not to make yourself strong, as the college boys and professional gymnasts do, but to improve your organic functions. That is your real object, though of course your muscular system will also improve to a degree, incidentally. Picture these organs, in your imagination, as looking pale and anemic, or perhaps feverish and congested, creased and huddled together by your long

neglect to hold yourself erect and in wholesome postures; and, under the influence of active exercise and deep breathing, healthy perspiration and sound digestion, imagine them gradually becoming of a pretty pink color, the creases disappearing, everything getting back into its right place and mutual relations, with all the

space it wants; the internal fat which, perhaps, has been for years collecting about your heart and other viscera, melting away and leaving you clear and alert. If your flesh were transparent like glass, you would really see something of that kind.

That is health, and that is your goal. If your muscles become firmer and more enduring as you proceed, so much the better; but don't bother about that, and above all be careful not to develop your muscles unduly. You would



A man who can stand straight and walk right is far on the way to physical regeneration. But few persons know how to do these things. They stand crooked, and instead of walking, they move along. Stand straight, support your weight on the balls of the feet rather than on the heels, which doesn't mean on your toes. That is the way a man ought to stand and it is an excellent exercise in itself. In brisk walking, however, the shoulders will sway a little from side to side and the arms swing. Do not exaggerate these movements, and do not try to suppress them. More detailed instructions are given in the story.

then be in a worse plight than if you hadn't exercised at all. And the reason is this:

Your muscles are like children in a large family, depending upon you, their parent, for support and nourishment. If they grow big, they will literally eat you out of house and home, and then you will all starve together. Muscles are of course nourished by the blood, and one of the main differences between the young man and the old one is, that the (Continued on page 138)

Some Difficulties of Marriage

By Havelock Ellis

IF we look back a century or two we fail to find any serious general recognition of difficulties in connection with marriage. In satires and farces, indeed, marriage was a common topic. But the people who made it so seem to have been aware that no one would take them seriously. Marriage remained almost indissoluble (except for kings who were privileged by their divine rights) and it scarcely appeared that this was often felt as a great hardship. Today, under modern conditions of social life, the question assumes a different aspect. The difficulties of marriage are so obvious that many people are willing not to marry at all, and so numerous that even summarily we can only refer to a few of them.

This changed aspect of marriage, and the practical social recognition of it, are glaringly illustrated by the modern development of divorce. In our civilization—that of the last ten or twelve centuries—divorce has been till recently so rare as to be almost negligible. In Catholic countries, indeed, it is still not generally admitted at all, and only to be secured by what some people regard as subterfuges. But, today, in some once Catholic lands divorce is as prevalent as in lands that, having long been Protestant, were pioneers in the movement. Of these the United States comes first both for facility and frequency of divorce, an example or a warning—according to the observer's viewpoint—for the rest of the world; in all but three or four of the States this process is still continuing.

In England, always conservative in social movements, the progress of divorce though slower has been steadily in the same direction, and never so rapid as since the Great War, in spite of the difficulties of obtaining divorce which now constitute a serious hardship and often render necessary the most humiliating and hypocritical procedure in order to satisfy the demands of antiquated legislation. The delicious absurdity of it was presented

with absolute truth, in Bernard Shaw's play *Getting Married*, and has lately been set forth in an excellent little book on *Divorce Today and Tomorrow* by Mrs. Gasquoine Hartley, a reasonable, enlightened, and sagacious exponent of English feminism. She here shows how much unnecessary humiliation, deceit, and perjury are forced upon couples who wish for divorce in England,

and how difficult—even impossible sometimes—it is for the best people to obtain the relief of divorce at all, through laws which have become "a by-word of absurdity in the mouths of all men," and she looks forward to a time when divorce shall be more private and more honorable, so far as possible simply a matter of agreement between those who are alone concerned.

Yet, in spite of such difficulties, divorce continues to increase rapidly nearly everywhere, so that it has even been argued that in the various American States, for example, restrictions on divorce make no difference as regards its frequency. In France divorce was only introduced in 1884, but it has steadily increased in frequency ever since, so that by 1912 the proportion of divorces has been trebled. In Germany, Dr. Düringer, a member of the Government, recently declared that the increase in the number of divorces is really horrifying (there were more than five times as many in 1920 as

in 1900), and a change of the law is contemplated by which the process of divorce will be simplified, the stress being placed on the objective rupture of the marriage rather than on the subjective reasons for it.

There can be no doubt that the difficulties in our civilization are steadily leading to the conclusion which Westermarck has formulated at the end of two masterly chapters on divorce in the recent new edition of his great *History of Human Marriage*, "A contract entered into by mutual consent should be dissoluble by mutual consent." There is nothing peculiar in this tendency of our civilization. The same tendency was shown in the civi-

Why Do Married Couples Fight?

DEAR lady, do you know your own husband? Or you, kind sir, do you know your own wife? Is your mate a stranger to you? And, being strangers, do you two fight simply because you do not understand each other? Or do you think you fight because you know each other so well and because you find in each other so many things that seem to justify assault. Of course, you surely cannot think that. Or perhaps you fight purely because of that quality of sex-antagonism that you do not understand, but feel only too well.

As for you, young woman, and you, young man, do you think you know the person you are expecting to marry? Or is it possible that some day you will find out that he or she is a stranger to you? And if that should happen to be the case, what are you going to do when you bump up against sex antagonism? The point of the author here is that sex antagonism in marriage, always a sufficiently difficult obstacle to happiness and success, makes it more than ever difficult to establish harmony when two people are made up of widely unlike elements, when they are, so to speak, unlike personalities, and that therefore any couple should find some means of knowing each other very well before marriage. There should be some means of "finding each other out."

Anything that makes you think will do you good. This article will make you think about what is perhaps the most important thing in the world, that is to say, what is to each individual his most important personal problem.—THE EDITOR.

lizations of the past; it may be traced alike in Greece and in Rome, in both of which States at the outset divorce was little known. We have to recognize that with the development of civilization—with the increased complexity of social life, with the greater variety of individual development, with the finer sensitiveness of nervous organization—marriage always becomes more difficult. There is thus good reason why we should try to understand such difficulties and prepare ourselves beforehand to encounter them.

The difficulties of marriage are, however, many, too many even to enumerate here. That is why we shall only be concerned with a few. We may begin at a point so fundamental that, as now appears, it seems to have been recognized, and met in a very radical way, by some peoples living in savagery. That is the natural antagonism of the sexes which tends to make the first close contact of man and woman a kind of conflict, until it is resolved, if all goes well, in happy union.

There are philosophers who believe that we ought to cherish this profound antagonism between the sexes. Nietzsche was among these thinkers and has given expression to his thought on this matter in his *Zarathustra*. It is best for the

race, he declared, that man and woman should be as unlike each other as possible; women must ever seek to become more woman and men more man. We may be quite willing to accept this view in the abstract philosophical field. But in the practical field we may yet recognize that it is necessary to overcome such antagonism if life is to be made beautiful or even possible. It may also be pointed out that even extreme unlikeness is not merely a reason for conflict; it is also a reason for

harmony. Even among savages this harmony has somehow to be attained.

It is the established custom in some parts of the world for the newly married husband to arrange that before he is united to his bride she shall be submitted to the embrace of another man, usually a properly appointed man of high position. The husband prefers that his bride shall have been deflowered, as it used to be termed, before the real marriage begins. That custom exists, or

formerly existed, in India and many other parts of Asia, in various regions of Northern Africa, probably in some parts of Europe (notably in Celtic Ireland), in South America, and in Mexico, Cuba, and Hudson's Bay. Many reasons have been given for the custom. Evidently it was felt to be dangerous for a man to deprive a girl of her virginity, and it is commonly held that the "danger" was of a magical kind and removable by a stranger or a chief or a holy man who would not himself be liable to suffer. Westermarck has fully set forth the custom and this method of explaining it. But lately Freud, from the psychological or rather psycho-analytical side, has suggested a more natural explanation of this "danger" which, he argues, still

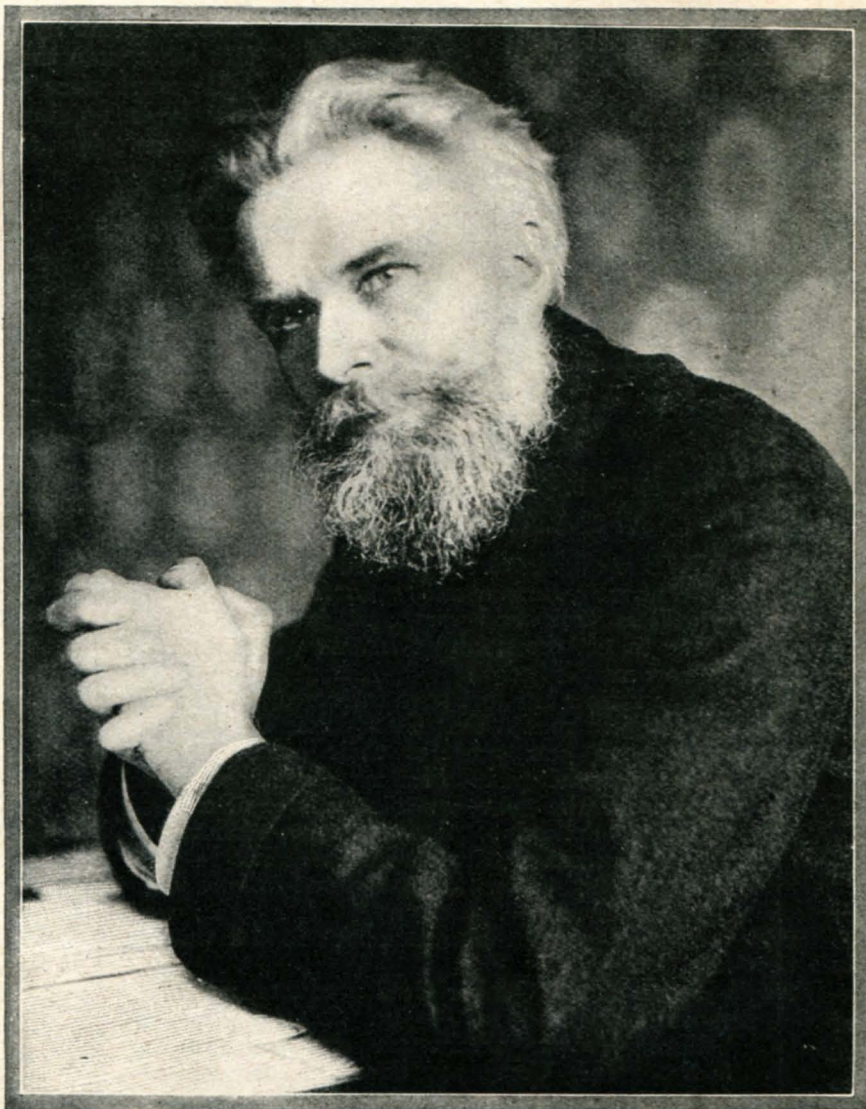


Photo by Paul Thompson

This is Havelock Ellis. His contribution to the world lies in what he has done to help us to understand—life. We stumble for the most part through ignorance as well as through lack of intelligence. The value of a mind like that of Havelock Ellis lies not merely in the fact that he is a great scientist and therefore concerned with knowledge, but rather in that peculiar and most precious of all gifts, the ability to interpret. Dr. Ellis is an interpreter, and by helping us to understand life, its experiences and problems, he offers what seems to us to be the very greatest service that any man can give.

today constitutes one of the difficulties of marriage. It is the danger, not only of inflicting pain and of becoming an object of repulsion but of causing a complete disillusionment and so laying the foundation of an unhappy marriage. The primitive man, desirous of a permanent and happy union, Freud believes, took the wise precaution of avoiding these dangers, and, by ordaining that an elder or chief or priest should encounter and remove them, made his own path in (Continued on page 129)

What Do You Mean—Ice Cream?

What's In the Name?—Find Out Just What Is the Mysterious, Frozen Mixture of God-Knows-What, for Which You Spend Honest Money—What is Eskimo Pie?

By Alfred W. McCann

ICE cream is advertised on the billboards, on the street car cards and in the newspapers.

No ice cream manufacturer tells the public how he makes his frozen dainty, or what's in it. The truth is, he doesn't dare.

The people themselves are to blame. They could have very much better ice cream if they wanted to. Local committees, self-appointed, could visit all the ice cream makers of village, town or city, exploring not only the premises, but examining the raw materials employed.

The results would work a revolution in twenty-four hours by dragging into the light all the degraded secrets now hidden behind America's most outstanding summer mystery.

A few women's clubs with the best intentions in the world, but with little knowledge of the facts, have taken a hand here and there in the purification of the local ice cream supply, insisting upon a certain minimum butterfat content as the standard of fitness and excellence. The theory is that if the butterfat of the ice cream is really butterfat, and if it is present in a knowable quantity measured by law, the ice cream must be good, even though it will stand for an hour in the sun without melting.

This idea has taken hold of the state of New Jersey, where Mr. Paul B. Bennetch, dairy specialist of the State Bureau of Markets, announces that New Jersey's new pure ice cream law protects the consumer against adulter-



Alfred W. McCann

Honest Food Advertising— We Are Going to Have It

WE are going to tell the truth about food—about good food and honest food and about worthless food and dishonest food. We are going to tell the truth no matter whom we hit or how much it costs.

The Editor has just been informed, as a mere bit of office gossip, that the Quaker Oats Company have just canceled their contracts for food advertising in *Physical Culture* for the balance of the year—meaning a loss of a few thousand dollars to this magazine—following the publication of Mr. McCann's article in our May number, under the title "Food Advertising Teaches Health—Sometimes." All right; we are going to tell the truth about food if we do lose business.

Some of the Quaker Oats products, notably those advertised in *Physical Culture*, are, we believe, honest, wholesome and meritorious foods. This Company, however, also manufactures refined or denatured foods. Mr. McCann in his article did not condemn the Quaker Oats products of this Company advertised in *Physical Culture*, but criticized the Company for inconsistency in recommending denatured foods for reasons opposed to those for which they recommend their whole grain products. We feel that the Quaker Oats people were unwise in canceling the advertising of their good foods in *Physical Culture*, which by its very nature is the most profitable food advertising medium in the world. We hope they will come back to us. But that makes no difference. We're for the truth.

And now read this article about ice cream. There is a fortune for some ice cream manufacturer who will make honest ice cream, and then advertise it, telling the people exactly what it is made of. Try it, Mr. Ice Cream Manufacturer, and get rich.

—The Editor.

ated ice cream by preventing the use of fats other than the natural butterfats.

He emphasizes the importance of the new law's requirement that ice cream offered for sale in the state of New Jersey shall contain not less than 8 per cent. butterfat, except in the case of ice cream containing nuts, where the butterfat may be reduced to 6 per cent.

Mr. Bennetch gives the credit for this new law to the women of New Jersey and the organized milk producers whose political influence in the state capital assures the dairy farmer anything he asks for.

In this instance the dairy farmer did not ask for pure flavors; for edible gelatine as a substitute for carpenter's glue; for the ostracising and expulsion of the chemicals known as "improvers." Consequently the pure ice cream law of New Jersey permits New Jersey's ice cream to be precisely as bad as it always was in all matters except butterfat.

The New Jersey fakery may no longer use lard homogenized with skimmed milk powder and river water in the manufacture of their "cream." They may no longer use deodorized cottonseed oil or neutralized coconut oil with a homogenizer and a commercial skimmed milk powder.

They must now use butter, even though it be the grade known in the wholesale markets as "renovated." Real butter comes under the heading of butterfat, even though it be the lowest grade this side of
(Continued on page 134)

WORK

It's Also His Middle Name

AFTER a regular camp-meeting revival sort of administration under the inspiring leadership of Hayes, the post office department, with languishing morale stimulated and refreshed, is now settling down to the sober realities of the every-day grind under the command of a Postmaster-General of a new type. There can be no doubt that the department needed the exuberant enthusiasm of Hayes to "humanize" it and lift it out of the dumps. It is equally certain that, having been raised to a higher plane of zeal and *esprit de corps*, the department needed a stabilizer, and that it has found one in Col. Hubert Work.

It is somewhat unusual to find a doctor in politics; but Col. Work explains that he did not take a hand in the great American game on purpose, but that it just happened because he found that he and his neighbors in Pueblo, Col., had interests in common; and that the most effective way to serve these mutual interests was to pull together; a statement somewhat lacking in definiteness.

In fact, so far from being a politician by predilection, training or environment, Col. Work was raised a Presbyterian of the stricter sect. So rigid was the family discipline that the coffee for the matutinal meal on Sunday was ground on Saturday night to forestall any temptation to

The New Postmaster-General—Dynamo of Energy, An Advocate of Health and Fitness in the Post-Office

By Charles Frederick Carter



Postmaster-General Hubert Work wants physical fitness in the service. In a recent issue of the *Postal Bulletin* he gave expression to his wishes as follows:

"KEEP TAB ON YOUR PHYSICAL CONDITION"

"Among the many timely suggestions which have reached the Committee on Postal Improvement Week is one that we should strive for physical betterment. Let every employee in the service make a careful survey and inspection of his own physical health in order that it may be improved and brought to the highest possible point of perfection. Unquestionably we cannot treat the public cheerfully, courteously or efficiently if our physical condition is subnormal. HUBERT WORK."

violate the fourth commandment. For the same reason the Colonel, throughout his boyhood, blacked his boots on Saturday night. Then to preserve the shine he tied them together by the straps and carried them as he walked barefoot through the dust or mud as the case might be—he lived in the country, you see—until he was within sight of the church, when he would sit down and put on his boots for the rest of the journey. But when he took up the practice of medicine in Colorado, while the West was still somewhat woolly, his patients not infrequently included cattle rustlers, horse thieves and others of that ilk; for a doctor is expected to minister to those who need his services without requiring them to file a certificate of character in advance. And, besides, "The highest test of sanity," says Dr. Work, "is ability to adapt one's self to environment." After that, politics.

Dr. Work was twenty-seven years old when, in 1887, he first hung out his shingle in Fort Morgan, southwest of Denver, where plain and foothill meet. He was then the only doctor within a radius of forty miles, which means that he had many a long, hard ride to reach some of his patients.

On one occasion he was sent for in great haste by a cow man who lived away out on the prairie eighty miles (*Continued on page 62*)

Weaning Our Alcoholics

Is Prohibition a Success?—Do We Really Want It?—
What Is the Evidence and the Truth About the Situation?

By John Hayden

YOUR sympathy, kind Sir or Madame, for the poor Alcoholic. Consider the unhappy state of that persecuted apostle of Personal Liberty, the Moderate Drinker; hearken with leniency, rather than annoyance, to his blubberings; glare with fit indignation toward the 18th Amendment and the brutal Mr. Volstead.

The Alcoholic is a poor fish who can no longer drink; he is a Forked Radish who thinks that if the dry weather continues the sky will fall upon this desiccated

turned deaf ears to all talk that we could not go on being heavy drinkers all our lives; and we answered all cajolements and coaxings by protests "full of sound and fury, signifying nothing." With squalls that made the terrified and deafened welkin ring, and the indignant neighbors protest, we insisted on our right to personal liberty, and foretold the wreck of matter and the crash of worlds if we didn't get it.

But in due time and in the course of nature we came around all right; at last we were able to sit up and take solid food. There even came a day when we learned to prefer it, and ceased to holler for our daily beverage.

Years later, perhaps, we paid a visit to Grandfather's farm, just about the time when they were weaning the calves. Such hollerin'! Such bellerin'! Such bawling out of all prohibitionists. It reminded us of something, or other, we couldn't exactly remember what. But the calves lived through it, even as other calves, and finally outgrew it and forgot it.

And now comes the third, and in some respects the biggest, demonstration of what kind of transports, of what particular variety of DT's, of what inanities, insanities, platitudes, and puerilities of reasoning supposedly rational human beings can go into when circumstances and their own folly make it necessary for

society to wean them a second time—all for the reason that the first time didn't take. I call it a big demonstration because that's what it surely is. They made a big enough roar, in all conscience, when they were babies; but the disturbance they kicked up because people who could reason separated them from the nipple was mild beside of what is happening now because people who can reason insist on separating them from the nip. They just won't have it. To which the obvious answer is that they just *can't* have it, and that they will have to make the most of their teeth, they and their children, and their children's children, henceforth and so forth, amen.

Kind Sir or Madame, do not laugh at the spectacle. They don't really think; they merely think they think. Did you suppose that persons who could reason ever had to be weaned? Not at all. It's essentially an infantile ordeal, like teething. Indeed, it goes with teething; it appertains to the limitations of the infantile nature. The only difference is that these unfortunates at whom you are now looking are at once young enough to squall and old enough to articulate. At first sight such a combination seems incongruous



There is no doubt about it, to be weaned after you have grown up, or after you think you have grown up, is a thing of humiliating implications. However, the calves live through it, even as other calves, and finally outgrow it and forget it.

and pithless world; he is a vociferous suckling—or sucker—who objects to being weaned.

To have to be weaned after one grows up is admittedly tough luck. For one thing it is hard to break away from a rooted and ignoble habit of mind; for another it is humiliating to have society take you in charge, feed you by hand, put a clean bib on you, spank you, and put you to bed. I have vivid recollections of the time when, at the age of five, I was one day put into the baby carriage with my infant sister. I was out for a walk with the nurse. I had thought myself quite grown up; but I did not act wisely; I failed to walk in a straight line, and a swearing teamster nearly ran me down. Hence the baby carriage, to my chagrin, humiliation, and audible rage. There is no doubt about it, to get weaned after you have grown up, or after you think you have grown up, is a thing of humiliating implications.

Most of us, of course, don't remember when we were weaned. In those days we were too young and foolish to reason about the matter or to be reasoned with. We

outside of a lunatic asylum; but the world, you know, is full of incongruities,—so much so that George Bernard Shaw has somewhere made the remark that he had come to the conclusion after extended observation of the ways of men, that this earth is used by other planets for a lunatic asylum. Emerson too observed this feature of the earthly show; he noted that some men will neigh like a horse if contradicted. Give that word "contradicted" a sufficient breadth of meaning and you have an excellent description of wet vocalization.

Another interesting point of similarity between the infant, the calf, and the adult who needs a second weaning, is their common insistence on the idea that every individual, regardless of age and condition, has an inalienable right to go his own gait whether he can walk a straight line or not—which, of course, none of them can. It might, perhaps, be pertinent to add that thinking straight is an inseparable concomitant of walking straight; and that in all these infantile cases, straight thinking is conspicuous by its absence.

The reaction of infants and other drinkers to the weaning process is, of course, purely instinctive. It is essentially unintelligent and elemental—and quite natural. Hence, wherever it becomes necessary to deal with the unintelligent and elemental—and quite natural, you may depend upon it that trouble is to be expected.

There is no denying that this whole Prohibition business has been and is a peck of trouble; trouble by the peck, if you will, instead of trouble by the gallon; dry measure for liquid—a different kind of trouble, that's all. The bootlegger and the smuggler who have to travel in byways, and at night, and who, whatever havoc they make among the tough old birds of the adult population, do not reach the younger generation, are a dry and arid proposition beside the peculiar, sticky, stinking wetness of the old corner saloon with its open and standing invitation to youths. They are dry as dust beside that triple distilled political and social poison, the organized "liquor interests." Besides these two institutions the bootlegger, the smuggler, the owner of the illicit still are—if not bone dry—no more than *slightly damp*; all claims that "everybody is drinking more than ever" to the contrary notwithstanding. The reason is that their number is so small as to be negligible in its effect on a population of 110,000,000 persons.

Yes, there is trouble, I grant you; but why the adult infants who consider themselves badly treated should point to the trouble they are undoubtedly making, and to the acute discomfort they are causing to all persons who are not deaf,

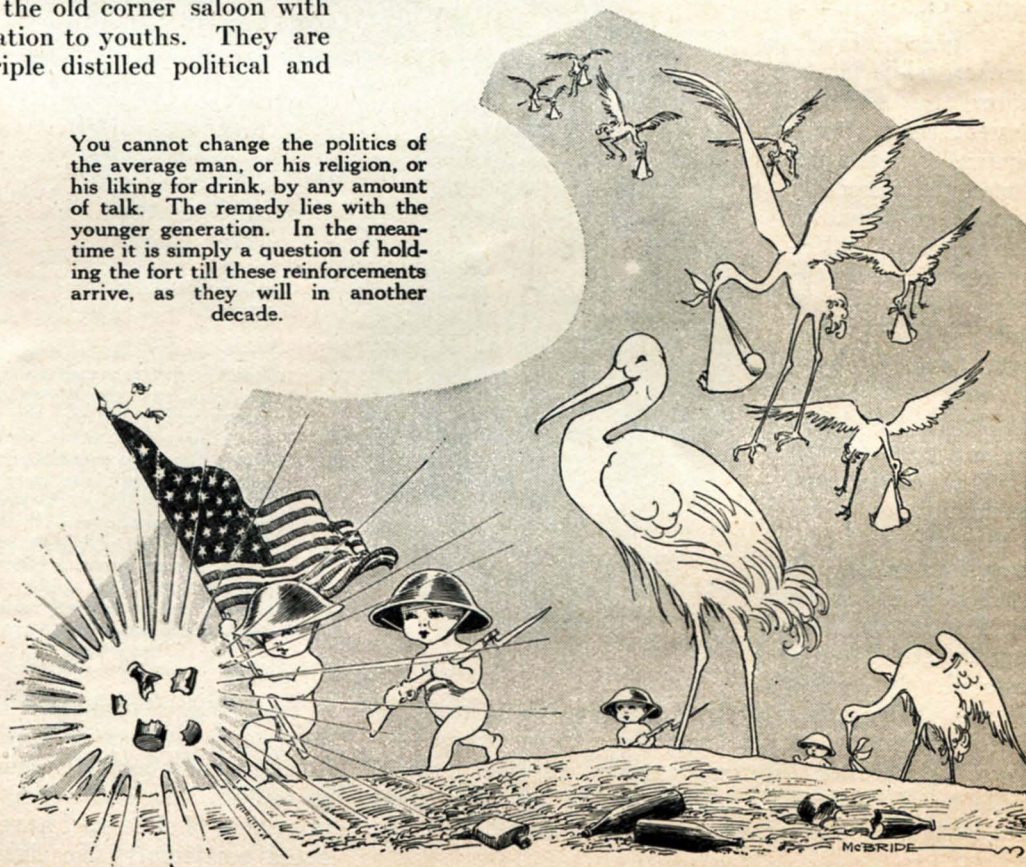
and to the lively pace they are leading such officers of the law as are not in connivance with them—why they should point to all this as evidence that they *can't be weaned*, is difficult to understand. All infants do it. It isn't new. In due time sweet peace will return.

Pause for a few figures. They are dry but interesting. Once upon a time there were about 20,000,000 male drinkers in the United States and 15,000,000 other males who had the intelligence to let drink alone. Now what has happened, under Prohibition, to those 20,000,000? Are they really drinking more than ever or have they been plucked like brands from the burning in spite of themselves? Well, according to the people on whom has been wished the job of enforcing Prohibition in the name of the Federal Government, 12,000,000 of the gang who used to follow the time-honored custom of putting one foot on a brass rail on the night of every pay day, have quit. They no longer pay dues at the "poor man's club." Instead, they buy shoes for the kiddies and take the whole family out for a picnic Sunday afternoon. Of course, some of them don't; but business men with goods to sell don't find it necessary to split hairs about that question. They consult the asset side of their ledgers, particularly just after the Christmas shopping season.

There used to be a large number of "occasional drinkers"—the kind who were not quite as regular as the clock, but who, in the course of the year were quite as regular as the clock. They had a seasonal rather than a daily regularity. Well, four and a half million of these have stopped.

If those figures be allowed to stand without change, they make Prohibition about seven-eighths effective. Of course they doubtless require some modification; but making the most liberal sort of allowance for smuggled goods, home brew, (Continued on page 66)

You cannot change the politics of the average man, or his religion, or his liking for drink, by any amount of talk. The remedy lies with the younger generation. In the meantime it is simply a question of holding the fort till these reinforcements arrive, as they will in another decade.



Swimming—Woman's Best “Setting Up” Exercise

The Supreme Corrective System for “Putting Everything
in Its Place”—The Right Way to Learn Swimming

By George H. Corsan

POSES BY MISS MARGIE WHITTINGTON

WOMEN occasionally enter fields of endeavor which are distinctly men's and not theirs. For instance, from necessity mostly, they take up duties which require them to stand all day long. Such work is only for men; women are not physically constituted to hold an erect posture all day, no matter what the nature of the work in hand.

For swimming, however, women are better equipped than men; their advantages over the male sex in this respect are greater buoyancy, flexibility of joint action, suppleness of muscles, and a more evenly layered covering of the yellow adipose that keeps the body warm. Every cold winter's day we see women out of doors in clothes in which men would freeze to death!

It is no wonder the man who has tremendously large muscles is far more afraid of the water than young girls and women, because those muscles are like lead to him, pulling him under where death lurks. Muscle is a sinker, while fat is a floater; thus we have, respectively, main physical components of men and women at opposite extremes of specific gravity. Muscle does not keep the body warm at all, while fat does. And again, muscle lacks oil, while fat naturally keeps the joints free and easy moving.

But of vastly more satisfaction to women is the fact that swimming is an exercise that is taken on the horizontal. Because of this it is easy on the heart and tremendously strengthening to all the organs of the trunk, especially those of the lower trunk—the pelvic section. The strengthening of this section in every woman in the country would be of incalculable benefit to the race; so great that all health resorts, sanatoria, etc., should test the theory.

For very many summers I had the pleasure of teaching swimming at the Battle Creek Sanitarium. A number of women, who had weak pelvic organs and who were to undergo operations to strengthen them, were sent to me to learn to swim, as a healthy preparation

to enable them to go through the operations with success. Many of them told me that after I had taught them the flutter or crawl kick and they had had their final examination, the doctors informed them they were strong and well and did not need the operation. I was considerably interested as I had a knowledge of anatomy and thus saw the great value of the crawl stroke in building up a robust womanhood. The crawl or flutter kick is performed from the hip, thus using the upper thigh and lower abdominal muscles and enabling some of the organs of the lower trunk to resume their normal position.

We see and love beautiful landscapes; we do our best to raise perfect crops and animals of all description; we should make at least an equal effort to have our children healthy and well formed. There is no exercise so invigorating

to the prospective mother as swimming. There is no exercise to compare with swimming for ensuring graceful curves and beautiful symmetry in the growing child. In making this statement, I have in mind the many thousands of children I have watched grow up. I have noted particularly the children who have been sickly



Head-on view of the crawl land drill. Note the heave and dip of the shoulders; the distance the elbows are out from the ribs. The elbows must never meet the ribs. The face must never be turned forwards; the eyes may be turned up, down, sideways or back, but must never look ahead. Thus the head will have only a rotary action, never a hinge-like joint action. The upper arm is always quite relaxed and the back of the hand is always next the water.

and have seen their tremendous physical improvement through constant swimming.

Merely swimming will not accomplish a physical change for the better; it is the constantly repeated movements of muscles and joints that bring about the larger chest, the broad shoulders, the round, long, smooth muscles and limbs. Then, swimming not only improves the condition of the fat under the skin but gives the skin a beautiful, silky glow. The gooseflesh

will show up quickly on a person who has a dry skin but in the course of time this will cease and the



skin will have a healthy, oily gloss.

One fact that is but slightly, if at all, understood by physical culturists is, that swimming enlarges the lower lung cells and that, upon action starting in them, a corresponding action must be started in the brain cells to keep pace. Thus new energizing forces are released in the woman who swims, which she would not know if she did not learn the crawl stroke. For instance, suppose a young woman has a timid, frightened disposition. She is not only afraid of every man she meets but she is timid with the girls she knows; she is subservient; she says little or nothing to anyone. But she takes up swimming under a master instructor and is soon expert in the water. From that time, she has an entirely different attitude, a new outlook on life. She meets people confidently, with self-possession; she no longer cringes or runs away from them. Now when she is in a row boat or canoe, or around the water, one would expect her to have a quiet confidence, but who would imagine that on land, either in the dark or among strangers, she would have maintained it? Her carriage as she walks along the street, the look of her eye—her entire demeanor—show a courage that she has not known—a

physical courage and a mental strength new to her.

There are some women who derive very much more benefit from swimming than others. In this class we can at once place the woman who never takes any form of exercise whatever; the woman who has very thin upper arms; the woman whose chest and shoulders are narrow and sunk in; the woman whose pelvic organs are prolapsed, antverted, or retroflected; the short winded woman whose breathing muscles are so pressed upon by internal fatty accumulations that she is in danger of sudden death; the woman whose complexion is muddy, whose skin is oily, the attenuated, angular woman who has neither muscles nor fat covering her bones.

The woman who has a dry skin, who chills easily would only derive great benefit by swimming out-of-doors on warm, sunny days, when the water is quite warm and the air still. One cannot prescribe the same conditions of swimming for all and say that it would do them good, as some women become fat and heavy through swimming, while others reduce to normal. The explanation of this may be found in the stroke.

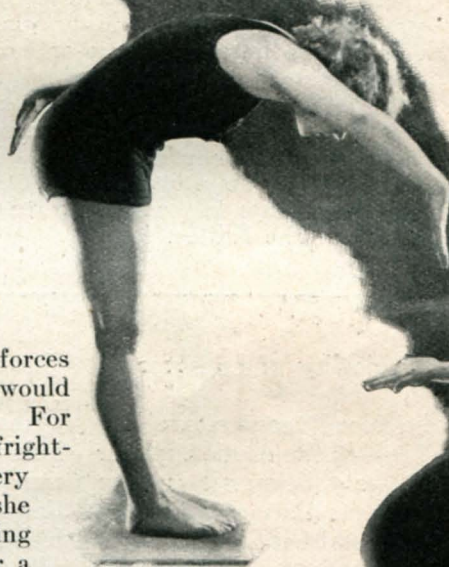
The crawl stroke will place an even layer of flesh on the attenuated, or tear off unsightly fat. The extraordinary deep breathing that all crawl swimmers are compelled to do explains why that stroke will tear out the dangerous internal fat that presses upon the heart. While doctors strongly advise a

person who has a weak heart not to swim, it is far less strain on the heart to send blood through the body of a swimmer than through the body of a person who is walking or running. We lie down to

rest the heart; and we lie down to swim. A

swimmer uses far less force than one who walks—can go a mile with much greater ease—than

(Continued on page 64)



Side view of the crawl land drill. Note the wrist positions; the heave and dip of the shoulders in the second and fourth pictures. The rear hand in one and three should drive right through so as not to stop, but from the rearward pressure swing forward by a rotary spinal movement heaving up the shoulder. The upper arm should always be swinging forward and the lower arm pressing back with a drive. The most effective method—indeed, the only right way—of learning the crawl arm action is by the land drill.



How To Keep Cool

With Suggestions for Cooling Foods and Drinks

By Milo Hastings

A WARM-BLOODED animal has a very complicated and wonderful heating and refrigerating system. Not so the cold-blooded creature; the fish or frog adopts the approximate temperature of the water he happens to be swimming in and lets it go at that.

Each species of warm-blooded creature has its specific temperature. This varies slightly with the species. Most of the man-sized animals are not far from ninety-eight. Little ones are hotter. A chicken is about one hundred and six, and little bits of birds are about one hundred and ten. I don't know what a whale's temperature is, and never heard of any man that did except Jonah. A whale is a warm-blooded animal, all right; and, as a man can't live very long in a perfectly humid and badly ventilated compartment at a temperature of ninety-eight, either we have to assume that the whale's temperature is somewhat lower or take the Hebrew version which says "a big fish," and thus acquit the whale on the technicality of an error in translation.

But speaking of men only, blood temperature is a pretty constant thing. The heart of the Arctic explorer sitting on a cake of ice at eighty degrees less than nothing is just about as warm as that of a Sahara traveler frying his eggs in the sun without bothering to light a fire.

When we feel that we are "awfully hot" a clinical thermometer properly applied might show that we were actually six-tenths of a degree hotter than usual. An athlete at the end of a terrific exertion may show a temperature of one and one-half degrees above normal. When we get much hotter than that it is because our refrigerating machinery is out of order and we have a fever. For two degrees of fever one should call the doctor, but for six degrees or eight it is best to call the undertaker and save the doctor's bill. Sunstroke, as I understand it, is just a case of getting too hot, and the sun has nothing to do with it, except as a heating agent, for one can die of sunstroke in the shade if he gets hot enough.

Still they are planning to build the biggest dam in the world down in the north-west corner of Arizona where the thermometer registers 129 degrees in the shade, and where it doesn't register at all in the sun but simply breaks and lets the mercury run out. The reason folks can shoot movie films or build dams in places like that is because evaporation produces cold, or more accurately absorbs heat.

If you should varnish a man with water-proof varnish so he couldn't keep himself cool by evaporation, he

would die of sunstroke even at a summer resort in the Adirondacks or in a movie that advertised "iced air." This thermostatic control that regulates this refrigerating machinery must be in the subconscious mind, for we never know anything about it unless we read about it or notice that we are sweating. When we visibly sweat, it is either because the air is too humid to evaporate as fast as it should or we are running past the signal temperature and the subconscious en-

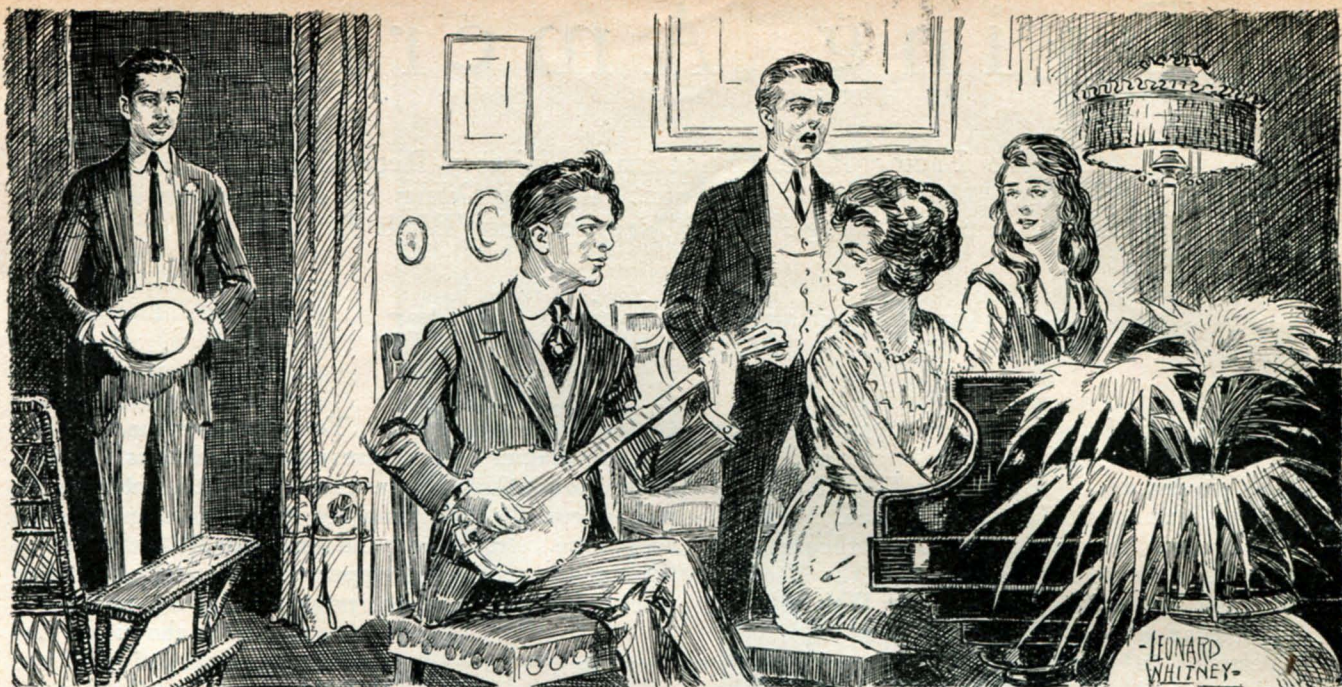
Do You Really Need Less Food In Summer?

ARE you one of those who suffer in hot weather? Well, did you ever hear of chronic sunstroke? What causes it? Do you wear your overcoat all summer long—your overcoat of fat, for which you pay one or two hundred dollars each year—the price of the excess fat of which that overcoat consists? If you do, and are therefore oppressively hot in summer, there is a lot of practical help for you in this article, for there is an actual relationship between excess or lack of bodily heat and the amount of food consumed. There is also a relationship between body heat and the kind of food one eats. Relief secured through cold water is temporary, this author says. Therefore, if you have a hot skin, or a hot head, or do a lot of hot-footing around on blistering pavements in summer, read and assimilate this article.—The Editor.

gineer is turning on the automatic shower bath trying to cool us off.

Here is what seems to happen: In some mysterious fashion the nerves are affected by the very slight increase in blood temperature and the order goes out to the surface capillaries to dilate a little and let more blood into the skin. As a result of, or in connection with, this, something happens to cause more water to pour out from the blood into the sweat glands. The air conditions being right for its evaporation on the skin, this slight increase in skin moisture cools us off and the sweating process is checked by the fall in temperature. So we are kept at ninety eight or thereabouts, all with much more ease and accuracy than has ever been attained in any temperature controlling device built by engineers.

Why do we feel hot in hot weather? Because we are hot, though the actual increase in temperature may be so small that a thermometer could hardly measure it. What we probably feel is not so much the actual internal increase in temperature but rather the increase in skin temperature due to the (Continued on page 106)



"My husband is welcome to join our little family parties, if he wishes."

Why I've Lived With the "Family Skeleton"

Fourth Prize-Winning Story in *Physical Culture's*
Recent Contest on "My Greatest Problem—and
How I Solved It"

By B. W. R.

MY greatest problem: Having made a mistake in my marriage, how to rise above the wreckage of slaughtered love and dead ideals and make of my life the thing that would mean the greatest good for my four children.

The problem is so common as to have no especial interest. Whether my solution is better than others, I cannot say, but taking everything into consideration, it was the only one for me. My husband and I are not divorced, but, although we call the same place home, we are as completely separated as though all the courts in the world had granted the decree.

Greatly interested in my school work, I graduated from a co-educational college, fancy free—to fall deeply in love, soon after, with a man two years my senior. His handsome face, courteous ways and winning personality assured his welcome everywhere and his popularity was my pride. Girls might smile alluringly at him—what cared I? Always he turned to me with the longest look, the tenderest smile, and the hand-touch that thrilled us both. Such a lover he was,

and how I loved him!

Ours was not an impulsive marriage; I thought I knew him well. I had high ideals and in conversation he measured right up to them.

Not one cross word or breath of estrangement marred the months of courtship and engagement. I saw him in trying places but never heard one word of impatience, anger or profanity—until after marriage.

He used every art in wooing, but having won did not think it necessary to make any effort to retain love or respect. The "I will" may chain the body, but it takes more than that to hold a woman's soul. I told him so once, on my knees by his side as he lay on the couch, my arms about his neck, voice full of tears, but I could not see that he tried to change.

He never raised a finger against me, but struck me in countless other ways. Sometimes by word, more often by lowered brow and sullen silence, and by covert acts of faithlessness of which I had an inkling. But before I knew any real unhappiness because of his "philandering" he had destroyed much of my regard by his treatment of my

(Continued on page 96)

Would you take such tender care of your "family skeleton," or would you throw him out? Would you shelter an unfaithful husband? Was this woman noble or was she foolish?

Dying America

Are We Facing Race Extinction?—History Repeating
Itself in Our Civilization—What Are We Going to Do
About the Staggering Fact of Our Decreasing Birth Rate?

By Charles Frederick Carter

FOR the fifth time since our government was established the White House is occupied by a childless couple. Washington, "The Father of His Country," was not the father of children. Madison, the fourth; Jackson, the seventh, and Polk, the eleventh president, died without issue. Buchanan, the fifteenth president, kept "bachelor's hall" in the White House.

Regarded as a matter personal to the President and Mrs. Harding, their lack of a family is a pathetic misfortune. Considered as a conspicuous exemplification of a national characteristic, as it is, for the Hardings in their childless condition are as typically American as they are in many other things, the subject becomes of transcendent importance.

Those who have taken the trouble to inform themselves have long known that the American race is dying out rapidly. As long ago as 1867 Dr. Nathan Allen made himself highly unpopular in his native Massachusetts by some plain talk, which he had the effrontery to fortify with statistics, about the degeneracy and diminution of native New England stock as compared with the immigrant element, chiefly because of the decreasing birth rate. He predicted that unless the practice of restricting the size of the family, even then common, was abandoned, native Americans would quickly dwindle to such meager numbers that they would be completely overshadowed by aliens and their children.

Year by year Dr. Allen's prophecy has been steadily fulfilled, not alone in New England, but throughout

the rest of the country. Year by year the fact has become plainer that if prevailing conditions are permitted to continue native Americans of the better grade will be completely submerged within a comparatively short time. Now comes the census for 1920, confirming the steadily growing disappearance of native American stock. It is true that the proportion of native popula-

tion shows an increase of 2.3 per cent. for the decade, but this can be explained by the total cessation of immigration during the greater part of the period and by the exodus of foreign born. It is also true that the birth rate among recent arrivals of foreigners of the lower grades is high enough at present to show an increase in population if maintained. These facts, however, do not affect the decrease in desirable American stock.

Twenty-three States and the District of Columbia, aggregating 59.8 per cent. of the total population, and thus fairly representative of the Nation, now have laws requiring the registration of births. These registration statistics as announced by the census bureau show that the average number of children born per mother in

the registration area was 3.3, of which an average of 2.9 were living at the time the report was made.

In the absence of official details—only incomplete preliminary reports being available two years after the census was taken—it is necessary to fall back upon calculations made four years ago, which show that of each 100,000 children born only 78,000 live to the average age of marriage. Of this residue approximately

What Is Back of Birth Control? —That's the Important Thing

CERTAINLY the building of a nation is not only fundamentally, but, one may say, almost entirely a matter of the production of babies—not only in respect to quantity, but even more in respect to quality. This birth control question so much talked about is the most vital problem the human race has to face. For this reason this magazine presents both sides of the question. The series of articles by Mr. Carter, of which this is the first, presents the views of those opposed to birth control. He is presenting more comprehensively than ever before the facts in the case with reference to the threat of our national extinction through what he has termed the "massacre of posterity." After all, the important thing is what lies behind the practice of birth limitation—the causes on the one hand, and on the other the results.

On another page we are publishing the other side of the story in an article by Mrs. Mary Ware Dennett. Meanwhile, we desire the opinions of our readers. PHYSICAL CULTURE in the past has published discussions of the subject by Bernard Shaw, Havelock Ellis, Mrs. Margaret Sanger, Albert Edward Wiggam and others. Mr. Wiggam said in our March number that there is no race-suicide; there is only class-suicide—the alarming factor being too much birth restriction among the wrong classes. Will this actually mean the destruction of our civilization? Or do you think that unlimited increase of population through lack of birth control would also mean unlimited war, with the anti-eugenic and civilization destroying influence of war, being perhaps even more disastrous to the future of the race than birth control. It is a big problem, and we are going to thrash it all out. Watch for the future discussions of both sides of the question in PHYSICAL CULTURE.—The Editor.

15 per cent. do not marry until after the reproductive period, if at all. More than seven per cent. of marriages are sterile, even when there is no interference with Nature. It will be seen, therefore, that, under normal conditions, assuming that the sexes are equally divided, there are 30,829 potential mothers in the original hundred thousand. To maintain the race without increase or decrease would require that each mother bear at least four children.

We have already found that the average number of children born per mother in the period ending with 1920 in the registration area was 3.3, of which 2.9



THE other side of the story told by Mr. Carter is seen in this old-fashioned family—the Welty family of Welty, Pa., representative of the best in American life. They are of Pennsylvania Dutch origin, thirteen in number, and healthy, successful and happy. This family is not excessive considering the circumstances and obvious vitality of the parents. Such people should have large families. Large families are a national asset or encumbrance, depending upon whether or not their quality is above or below the average level.



were living. This is the average for the whole population. The Census Bureau analyzes the figures with the following results:

In the families of bankers, brokers and money lenders the average number of children born per mother was only 2.3 as compared with the general average of 3.3, and of this reduced number an average of only 2.1 children were living in 1920. Insurance agents and officers showed a slightly higher average, the number of children born per mother being 2.7 with 2.4 living. Real estate agents and officials, 2.7 born, 2.5 living. Lawyers, judges and justices averaged 2.4 born, 2.2 living. Artists, sculptors and teachers of art, 2.2 born, 2 living; actors and showmen, 2.1 born, 1.9 living; architects, 2.1 born, 2 living; authors, editors and reporters, 2.2 born, 2.1 living; chemists, assayers and metallurgists, 1.9 born, 1.8 living; bookkeepers, cashiers and accountants, 2 born, 1.9 living. The average for these ten classes, fairly representing the educated class, is 2.2 children born per mother.

If conditions remained stationary, if there were no



changes for better or for worse, it follows that the 30,829 mothers from the original hundred thousand would produce in the second generation 20,908 potential mothers, 14,000 in the third generation, 9,334 in the fourth, 6,223 in the fifth, and so on until total extinction put an end to the process. Long before this finale was reached the number of descendants of the better stock would be so small that they would be totally submerged—dominated by the inferior classes of whites, such as were left, (Continued on page 118)

What Birth Control Means

Why Women Want Self-Determined Parenthood

THE main concern of the American public regarding the birth control movement is, what to do about it. There is little question in these days

as to relative merits of self-determined, wisely undertaken parenthood, as distinguished from the incidental, haphazard production of children. That is, most individual couples want for their own use whatever knowledge there is on the control of conception, even though there are yet some people who consider it unwise or dangerous for all other couples to have that same knowledge also.

The most obvious proof of wide-spread belief in family limitation is the achievement of it by practically all the sophisticated and well-to-do part of the present day population. No one can reasonably assume that this already accomplished limitation is the result either of general sterility or of celibacy within marriage. It must then be due to knowledge acquired somehow, despite the laws which forbid it.

Not only are people's beliefs thus tested by their lives, but of late they have been tested also by their words. Eight newspapers in as many large cities have recently printed symposiums on the birth control question, open to any contributor. About eighty per cent of the opinions expressed have been in favor of the control by parents of their own fertility for the well-being of the family.

The question then is, what steps are most needed in these United States to make the best scientific knowledge on the control of conception accessible, and particularly accessible to those who most need it?

The one greatest obstacle to be found is the laws. The key law is the Federal law, which controls the situation not only because it prohibits the transportation of this knowledge anywhere within the whole country, but because on this national law all the state laws are based. Forty-six out of our forty-eight states have "obscenity" statutes modeled closely on the original Federal law which was passed in 1873 by the

A Statement of the Purposes of the Voluntary Parenthood League by its Director

By Mary Ware Dennett

by virtue of the Federal precedent, may likewise be deemed "obscene," and those who give it may be prosecuted.

Plainly, the laws *must* be changed before there can be any general adoption of clinical contraceptive service in hospitals, or any open publication of instructions by the scientists who have made a special study of methods, or any legal security for individual physicians

in the giving of private advice to their patients. Plainly also, the obligation of all whose sense of welfare extends toward others besides themselves is to help secure first, that change in the laws which will bring the quickest help to the largest number of people, whose ignorance is working greatest damage to their own families and to the community.

The Voluntary Parenthood League is working practically to change the Federal law, because this step is the one which most fully meets the above specifications. That it does meet them can be amply shown, yet, curiously enough, Mr. Wiggam's article on "Birth Control—A Two-Edged Sword," in the March issue of *PHYSICAL CULTURE*, congratulated Mrs. Sanger's Birth Control Conference, held last November, on having "voted down a resolution (presented by the

Voluntary Parenthood League) calling upon the Postmaster-General to repeal the regulation prohibiting literature dealing directly with methods of preventing child conception, from going through the mails."

Mr. Wiggam's statement is inaccurate, for the Conference did not vote down the resolution. It merely tabled the question, after the chairman, Mrs. Sanger, had suppressed the report of the Voluntary Parenthood League which would have clearly explained to the delegates the scope of the Federal measure.

If Mr. Wiggam had secured (*Continued on page 121*)

What Are We Going To Do About It?

DEATH and taxes are supposed to be the two things absolutely certain and unfailing in human life. Birth is not so certain. Birth limitation in some form, however, seems to go with death and taxes. You cannot negative the fact by ignoring it. We must face it. This being the case, society is concerned with the form of birth control employed, whether dangerous or otherwise, and with the question as to what classes of society shall enjoy the power of controlling their own fertility. Since the laws on the subject have so much to do with the matter, and since they are also supposed to crystalize public opinion and sentiment, it is important in the opinion of the women represented by this author that they be amended. The Voluntary Parenthood League is grappling with all the related problems, and in this expression of the purposes of this League, incidental to Mrs. Dennett's reply to certain misapprehensions expressed by Mr. Wiggam in his article in our March number, you will secure a very clear idea of what these progressive women are working for.—The Editor.

Why Not Have a Powerful Abdomen?

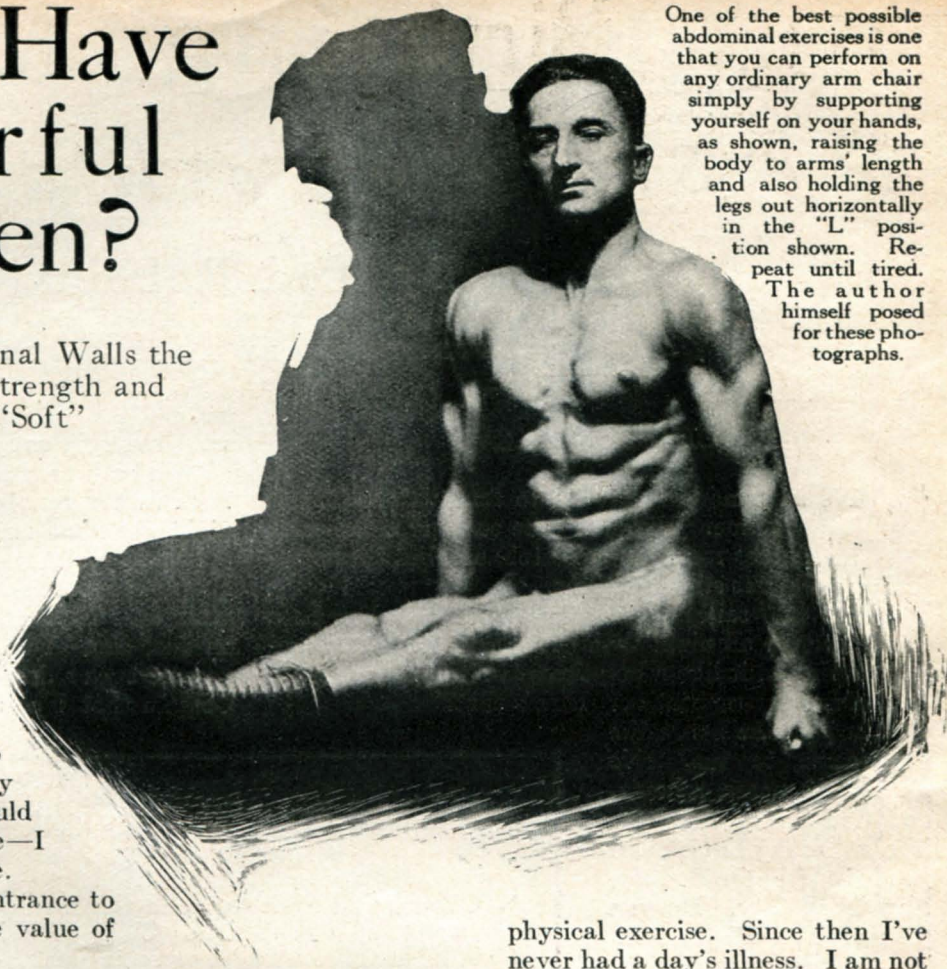
Firm and Vigorous Abdominal Walls the First Essential in Bodily Strength and Fitness—Don't Be "Soft"

By J. M. Hernic

EXERCISE has changed me from almost a physical wreck to a state of physical perfection. In youth I had done little or nothing to remedy my poor health and physique, and so at twenty had none of the bodily vigor and eager ambition that should have been mine at the outset of life—I was old and a failure before my time.

Happily I stumbled upon the entrance to a new existence when I learned the value of

One of the best possible abdominal exercises is one that you can perform on any ordinary arm chair simply by supporting yourself on your hands, as shown, raising the body to arms' length and also holding the legs out horizontally in the "L" position shown. Repeat until tired. The author himself posed for these photographs.



physical exercise. Since then I've never had a day's illness. I am not rich, but I have what money cannot buy—health and strength.

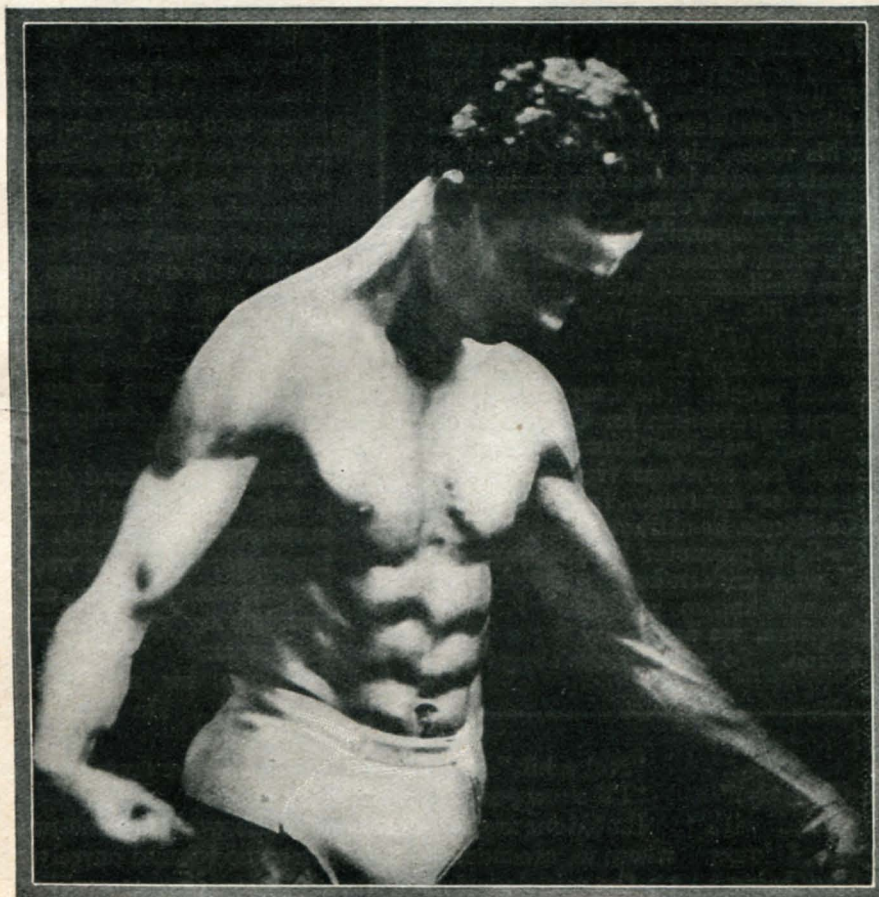
It is of prime importance to every individual, in every walk of life, to have at least enough knowledge of physical culture to keep himself physically fit.

Very often I have been asked if I were a wrestler or fighter. I am neither; and up to the age of twenty-five I have never been inside a gymnasium. Most people seem to think that it is only by wrestling, boxing and such strenuous action that a strong physique can be developed.

Wrestling and weight lifting are undoubtedly developing, but for the average individual that sort of exertion is quite unsuitable. So I present in this article an exercise called the "floor-dip," to which I chiefly owe my wealth of muscle, and which is not too severe for the merest novice in body-building. It is simple, can be practised anywhere—at home or office when time permits—and when faithfully performed brings wonderful results.

Start the exercise in the position illustrated—toes extended, hands set immediately below the deltoid muscles of the shoulders. Then bend the elbows and slowly raise the body at the hips, continuing to

(Continued on page 86)



The muscles about the waist and abdomen when properly developed constitute a muscular corset. This is equally true in the case of women, and in their case even more important, even though the muscular formation may not be so rugged or so much in evidence. Abdominal strength spells health.

Fighting Mad

The Story of a Warped Soul

By Tod Robbins

ILLUSTRATIONS BY ANGELO STUDIOS

CHAPTER XXXV

THE next morning I awoke to find "Hippo" bending over me. His eyes were red and blood-shot, his clothes reeked of stale tobacco, but the never-ending smile was still on his lips.

"Come on," said he, "it's time to get up. I've been raisin' yer rep all night with never a wink of sleep, and you revelin' in it like a hog these twelve hours past."

"Raising my reputation? How's that?"

"Through the booze the idea come to me. I've given yer a name, a home, and God knows what all. You're 'Young Lewis'; and you hails from the Bowery, New York City. Do you get me? You was trampin' the country for recreation, and I'm wise and signs yer up. You've got some rep, and you've got to do some fightin' to live up to it. No crawlin' now."

"Who wants to crawl?"

"No offense, no offense. Come on now and we'll have breakfast."

After making a hearty meal of fruit, toast, and soft boiled eggs, my trainer escorted me to a small barber shop. The place was nearly deserted, and I got immediate service.

"Get some of this wild man effect off," "Hippo" said to the respectful negro barber. "Young Lewis wants a hair clippin' and a shave, and he'd like a lot took off his head. He's been livin' next to nature, but he never feels right in the ring if he ain't spruced up some."

"Yas sir, yas sir. I'll fix Mistar Lewis up directly."

The negro seized the scissors, but finished with the clippers. When I looked in the glass, I knew that I had undergone the most disfiguring haircut of my career. In all places my scalp was plainly in evidence; and in the back the hair was beautifully rounded, as though it had been shaved off while my head reposed in a helmet. If curving lines are artistic, that barber was indeed a tonsorial artist. Later

we hired a rig and drove out into the cool morning air.

"We both need some of this," said "Hippo," leaning back in the runabout till the springs groaned. "Last night was a bad one for me. See the yaps pike us off?"

Indeed we attracted no small amount of attention. People stopped in the street, turned about, and stared after us. Evidently "Hippo's" words had not fallen on deaf ears—I was now a man of reputation. I had become such a different person from the old "Deacon" Colgate that I actually enjoyed this public notice. I

told myself that I would not disappoint these miners, but would give them a good fight.

Later we returned to the hotel for a light luncheon, and then set out for the ringside. "Hippo" carried a small bag, containing the runaway "Kid's" fighting outfit. I walked beside him with expanded chest breathing the clear air deep down into my lungs, and gazing from time to time at the distant snow-capped mountains. Knots of men followed us with their eyes or else called greetings to my trainer. But all had a certain air of deference about them—the air that little dogs have when a Great Dane suddenly steps into their midst.

Finally we turned down a side street, and found ourselves in a small lot. In the center of this lot was a large wooden platform, surrounded by several hundred seats.

"There we are," said "Hippo." "Do you feel nervous, Kid?"

"Not a bit," I answered. "Where do we dress?"

"I'll show yer. Foller me."

He led me around to the side of the wooden structure, where we ascended a flight of steps and found ourselves on the raised platform. Two little buildings resembling bath houses stood on either side of the roped off space.

"This is ours," said "Hippo," leading me to the nearest. "The crowd's gettin' here fast, Kid. You've got to make good."

I saw that men were fast filling the seats, and that

If You Like a Stirring Fight Story

YOU will find some thrills in this installment of PHYSICAL CULTURE'S \$3,000 Prize Novel. In the preceding installments, "Deacon" Frederick Colgate, the hero, has inherited much wealth in the form of New York slum real estate. In his youth he has had a fight with his best college chum, Bruce Smythe, in which Colgate was knocked senseless in front of the fireplace in his room, his arm being burnt in the hot coals so as to leave a disfiguring and identifying scar. Young Colgate meets beautiful but irresponsible Eleanor Watson among his slum tenants, and marries her, only to be disillusioned with her ideas of high society life. Ultimately finding his wife in the arms of his false friend, Smythe, he leaves home and barely escapes death in a railroad wreck. The burned body of another man is mistaken for Colgate, who then, unknown, wanders through the world as a tramp. He develops vigorous health and a taste for fighting. In a bar-room broil in California he attracts the attention of a prize-fight promoter by the name of "Hippo," who undertakes to match him against a well-known pugilist. At this point, therefore, we are ready for a great deal of action. So now for the story!

more were swarming down the street like black ants. Some of the nearest waved their arms at us, and shouted unintelligibly.

"Come on," said "Hippo," "let's duck in. We've got a half hour yet, but I want to talk to yer."

He opened the door of the dressing room and shoved me in. The place had a peculiar odor about it of peppermint and alcohol—the odor of many a past rub-down. Since then, I've grown accustomed to this odor; but that day it was new to me. I longed to be out again in the clear air.

"Hippo" drew out of his bag a pair of green trunks and an American flag. "There's your pants and your belt," said he. "There'll be a coon rubber in here soon to give yer a few finishin' touches. Me and him will be in your corner. Now listen careful to what I've got to say." He paused to put a wad of tobacco in his mouth.

"This 'Battler' guy," he continued as I undressed, "ain't much on the wind. He goes out to get his man in the second or third round. You can tire him, if you keep away till the fifth or sixth. But don't mix it with him right off. He's got some punch, and he'll put yer to sleep."

The door of the dressing-room opened, and a large negro in shirt sleeves entered. He carried a bottle under his arm.

"Ah, here you are, Ben," said "Hippo." "Get right to his legs now, and I'll take his arms. Just sit down on that stool, Kid, and we'll polish yer up in a minute. That's right. Now what I'm tellin' yer is this; the 'Battler' ain't got no science—just guts, and a punch like the kick of a mule. You stay away from him. Make him chase yer, and don't forget for a minute that there's fifty in it for yer if yer last."

While he was speaking, he was rubbing the muscles of my chest, back, and arms, with strong-smelling fluid out of the bottle and kneading them with his fingers till they tingled with hot blood. The negro was doing likewise to my legs.

What were my thoughts then? It would be hard to say. My heart beat faster than was its wont, and I throbbed with a strange excitement. I felt a great curiosity to see the man with whom I was to fight.

Again the dressing-room door opened, and a red-faced man stuck his head in. "Come on, 'Hippo,'" he cried. "Bring your man out. The 'Battler's' comin' now."

Even as he spoke I heard a hoarse shout go up from

After a fight we would both plunge into a several days' debauch



the crowd. Again and again it echoed through the room, thunderous, deep-throated, full of the fighting lust of the mob.

"That's him now," said the red-faced man. His head vanished.

"Let him wait," said "Hippo." "It won't do him no harm to wait."

For full ten minutes more they rubbed me. I could hear the crowd, now growing impatient, stamping their feet on the boards till it sounded like a volley of musketry.

"Come on then," cried "Hippo" at last; and the three of us marched out into the blinding day.

The crowd now numbered more than a thousand. At our appearance, they shouted themselves hoarse and I caught such phrases as, "Oh you 'Hippo'!" and "Good luck, 'Lewis'!" We ducked under the ropes; and then, for the first time in my life, I was in the ring and saw my man sitting opposite me.

I could make out little about the "Battler" at the first glance. He was wrapped up, in a multitude of sweaters; but I saw that he had bristling black hair and a jaw which jutted fiercely forward like the prow of a battle-ship. Later, as we shook hands in the middle of the ring, I saw his great breadth of shoulder and the knotted muscles under his rough red skin.

The referee, a largefat man in a sombrero, was warning us. "No hittin' in the clinches, boys." But I was not thinking of anything except the fighting machine opposite me. I was wondering if I had a chance against him, if I could last to the end. We were being introduced to the crowd.

"Ladies and gents," shouted the referee, "here's the friend of every sport. You all know him—the 'Battler'!"

There came a roar of deafening applause. My opponent ducked his head and drew back his lips in a forced grin which disclosed his toothless gums.

"Here," continued the referee, "is a stranger in our midst. 'Young Lewis' of New York."

Again there came a burst of applause, but this time not so uproarious. I was an untried fighter; and it was up to me to make good. They had faith in "Hippo," and hoped for the best. All this I could make out in their cheering.

We went to our corners, our gloves were examined, a few instructions were whispered in our ears, and we strode out into the middle of the ring. We touched hands in a perfunctory fashion; and the fight was on.

It was not for nothing that "Hippo" had warned me of the "Battler's" rushing tactics. No sooner had our hands touched, than he was at me with a whirlwind of blows. I blocked and covered up to the best of my ability, but still they rocked me from side to side.

"Eat 'im up! Kill him!" the crowd shouted as I squirmed into a clinch and felt the heaving of his great chest against mine.

"I'll put yer to sleep, yer damn hobo!" he whispered hotly in my ear. "Keep me waitin', will yer? I'll show yer!"

Strong hands parted us—the referee had broken the clinch. Again he rushed; but now, instead of standing my ground and covering up, I retreated slowly. All this time I had not delivered one blow—no, I had all I could do to ward off the terrific shower of punches which rained on me. Round and round the ring it went—he pursuing and I retreating; he forcing the fighting and I dancing back out of danger—till the crowd grew tired of it.

"Why don't yer stand up and fight?" they yelled at me. "You're yellin—that's what ails yer! A hell of a fighter *you* are!"

At last the bell sounded, and I walked to my corner amidst a storm of hisses. "Get your man to fight, 'Hippo'!" they cried. "What's this you're handin' us for a fighter?"

But he only answered them by a wave of his hand, and whispered to me; "You're doin' fine, Kid. Keep it up. Don't let them yaps bother yer none." And I sat back listlessly on the stool breathing the cool air into my lungs and resting mind and body for the next three minutes of hell that awaited me.

Again the bell sounded, and we were on our feet. Again he rushed, and again I slipped away from him. Around and around the ring it went, till finally he stopped short in his tracks and dropped his hands to his sides.

"I ain't playin' tag!" he cried. "If you want to fight—why, fight! But I ain't playin' tag—it's most too rough."

There came a delighted roar of laughter from the crowd. I lost my head and stepped up to him. For a moment it was a slugging match, pure and simple—people were standing up on their seats, yelling like mad. I felt the force of his blows shaking me from head to foot. I knew that I was getting the worst of it, and started backing away from him. Suddenly a sickening pain shot through my brain. I felt my body leave the ground and fly backwards. Darkness enshrouded me; and, as though from another world,

I heard "Hippo" cry faintly: "God, it's a knockout!"

Someone was counting: "One—two—three." Why were they counting so slowly? What did it all mean? Why was I lying on the floor? "Four—five—six—seven," counted the voice. With a great effort I rose on one knee and tried to fix my eyes on the distant mountains. They seemed to be turning over and over, like stones falling through space.

"Eight," said the voice.

Gathering all my strength, I staggered to my feet. As I did so, I felt a cool breeze pass my face. The "Battler" had missed my jaw by the fraction of an inch and spun around on his heels from the force of his own blow. There came the tinkling of a bell as from a great distance. I felt strong arms about me, and knew that I was being carried to my corner.

How they worked over me—washing out my bleeding mouth, sponging me off, and bringing back my senses in that short minute—it is hard to tell. But they accomplished it somehow; and the next round found me very weak, but with a steady thinking head. In vain did the "Battler" envelope me in blows—I covered up, and lived under them all. Indeed I regained my strength by the seventh round, and was giving him as good as he sent. In the eighth, he was tiring fast; I could stagger him with straight lefts to the face. Soon I began to take the aggressive, and drove him about the ring with springy punches from the shoulder. His strength seemed to fall away from him like an old garment; his blows lacked steam.

In the ninth, he took a long drink out of a bottle, and, when the bell rang, came on with his old time rush. But I covered up, and it soon passed. Then I drove him around the ring; and the crowd cheered me on to finish him. Three times I floored him; three times he staggered to his feet—weak but indomitable.

In the tenth, he again took a drink out of the bottle. But so little good did it do him, that, when I side-stepped his rush, he fell weakly to his knees. He took the count of nine, and rose with blood streaming down his chin and trickling in little rivulets over his hairy chest. Finally the bell ended the fight, leaving him a tragic figure holding to the ropes and swaying on his feet.

"Here's your fifty, Kid," said "Hippo" some two hours later in Cahill's saloon. "You're some fighter! We'll clean up everything in the West, when we get started. You'll make both our fortunes for us, Kid!"

But I answered nothing. I had fallen fast asleep, with my head resting on the wet, whiskey-soaked, little table.

CHAPTER XXXVI

I will not linger on the four years of my pugilistic career. The bruiser of the ring, the brawler in many a bar-room battle, is not a pleasant individual to contemplate at length. He has been long dead, but his ghost still haunts me.

After my successful fight in Roseville, "Hippo" insisted on uniting his fortunes with mine. The man was well known throughout the sporting circles of California, and was able to give me plenty of employment for my fists.

Naturally I preferred being a prize-fighter rather than a tramp. I enjoyed fighting for the love of it alone; and so now, when I had the chance of gratifying this taste

and of being well paid, I complied willingly with "Hippo's" wishes.

After a fight, we would both plunge into a several days' debauch, spending my winnings carelessly till we would awake one morning to find our funds all gone and the necessity of making some more staring us in the face. Luckily our credit was good; and we could live on that until I had worked myself into shape for another battle.

I fought in Roseville, Mayersville, Sacramento, Willows, Red Bluff, and a score of other places. Soon my fame became state-wide, and "Hippo" began to dream of invading the East.

"Why not, Kid?" he would say. "There ain't your match in this part of the country if you'd stay off the booze for a month. Let's take a flyer in New York while you're a 'comer.' There's barrels of coin waitin' for us. We'll make our pile, then lay off and have a hell of a time spendin' it. Let's go, Kid."

But I would answer him by a shake of the head. I

them in dissipation. The scene in the library at home—that never forgotten picture of Eleanor in Smythe's arms—would appear before me in my dreams; and I would awake repeating over and over again: "There is no God! There is no God!"

At such times, "Hippo" would sit up in bed—a great mountain of a man—and say in a trembling voice: "Cut it out, Kid! I can't listen to yer talk that way. It ain't healthy!" He was a religious man, in spite of his back-slidings, and especially religious in the dark.

Other dreams came to haunt me. Asleep I was never "Young Lewis" the prize-fighter, but always "Deacon" Colgate. I suffered intensely, and would often awake sobbing. At these times I was invariably bathed in a cold sweat. Often "Hippo" would question me about my old life. I suspect that he was positive that I had had a bloody past. After one of my bad dreams, he treated me with a certain deferential timidity which was humorous in such a big man.

"If I might be so bold," he would say, "where did



"Yes," she said,
"Go back to her."

yer get that burn
on your forearm, Kid?

It looks like a hand be-
ginnin' to clench up into a fist.

It seems most as if God intended yer
for a pug, and branded yer with the trade-
mark."

"There is no God," I would answer coldly; where-
upon he would cross himself devoutly.

It may well be imagined that my personal appear-
ance had not improved with the years. My nose, by
this time, had lost all semblance to a nose and was
smashed flat to my face; both ears had become—in
the parlance of the ringside—"cauliflower" ears; one
cheek had been scarred in a bar-room fight with the
jagged edge of a broken beer bottle; and my right eye
had been damaged by the blow of a fist, so that the lid
had a sinister droop to it.

It was in this condition that I fought in Los Angeles
five years after the train wreck. (Continued on page 88)

was well enough satisfied with my present life and had
no desire to see New York again, with all its old-time
memories. As changed as I was in appearance, I knew
that I could not escape their searching eyes. They
would stand up in long lines at the station and cry:
"We know you, 'Deacon' Colgate!" Even now, try as
I would, I could not shake off these memories. They
clung to me with tenacious grip, and, though the years
went by, seemed but to bite into me the deeper. It was
because of them I drank to excess. I sought to smother

Damning Evidence Against Vaccination

By Bernarr Macfadden

THE advocates of vaccination remind me of a lecturer on hypnotism.

Holding up a white flag he said to his audience: "This is a black flag. It may look white to you, but it is black."

"No! no!" protested the audience.

"Yes! yes!" replied the lecturer. "It's black and I can prove it's black." But his proof was a list of his credentials.

He was a graduate of the royal college of somewhere. His auditors had heard of this great institution. Therefore they bowed down to the edict of the lecturer.

So it is with the advocates of vaccination. They point to their authority from the royal college of something or other. They refuse to answer questions or to debate. It is beneath their dignity.

"Vaccination protects one from smallpox because it does." That is sufficient—at least to the vaccinating doctor.

As far back as 1908 there was sufficient information as to the influence of vaccination in Japan to cause any civilized nation governed by an intelligent, just people, to stop vaccination.

For twenty years ending in 1908, figures from dependable statistics proved that Japan had more smallpox and a larger smallpox mortality than any civilized country in the world during that same period.

Japan was then the most vaccinated country in the world. Vaccination was compulsory. People were vaccinated and revaccinated, and yet during that period 171,500 people acquired smallpox; 48,000 died from smallpox. And remember that all these victims of smallpox were vaccinated and revaccinated.

If vaccination protects one from smallpox, why did 171,500 acquire the disease? And why the mortality record of 28 per cent. among these cases? These figures are from official statistics supplied by the director of Sanitarium Bureau of

the Department of Home Affairs of Tokio.

In the Philippine Islands the deaths from smallpox during the year 1919 were 44,488. The sanitary affairs of the country are controlled by the medical men of the United States Army. This means compulsory vaccination for everybody. And yet there were 44,488 deaths during 1919!

Great Britain might be termed the least vaccinated country in the civilized world. Vaccination there is not compulsory, yet in this country, with a greater population there were only 28 deaths during the year 1919.

Vaccination will not bear the light of a clear analysis. Those who believe in this vile practice cannot defend it before an intelligent audience. Figures don't lie. The statistics of the medical men themselves prove vaccination to be a monumental fraud.

We therefore condemn vaccination.

First, because it materially increases the tendency toward smallpox, as is evidenced by the experience of (a) Japan, as furnished by the statistics of that country; (b) by the evidence as furnished by the Philippine Islands since vaccination has been in vogue in that country; (c) by a comparison of the number of cases in the Philippine Islands during 1919 with the number of cases in England, where vaccination is not compulsory, during the same year.

Second, because vaccination directly causes a number of deaths in excess of that which smallpox is supposed to produce without vaccination.

Third, it is now admitted by many of the ablest physicians and scientists that the constitutional taint produced by vaccination causes a tendency towards all pus-forming diseases like catarrh, consumption, pneumonia, etc.

Vaccination More Deadly Than Smallpox

And this Poisonous Preventative Does Not Even Prevent—The Story of the Encyclopedia Britannica, Which Told the Truth in the Ninth Edition, and then Contradicted It in the Tenth—Why?

By Graham W. Desbrow, M. D.

IN all this world there is only one thing more orthodox, judicial and immutable than the laws of the Medes and the Persians. This is the Encyclopedia Britannica.

The evidence Britannica gives on any subject is popularly supposed to be the boiled-down essence of the truth, the whole truth, and, especially nothing but.

Yet, the truth on vaccination seems to be a matter of which edition one consults.

For instance, in the Ninth Edition of the venerable and venerated gospel, is an article by Dr. Charles Creighton, Demonstrator of Anatomy at the University of Cambridge, jammed and crammed with absolutely irrefutable proofs of the fallacy of vaccination as a preventive of smallpox.

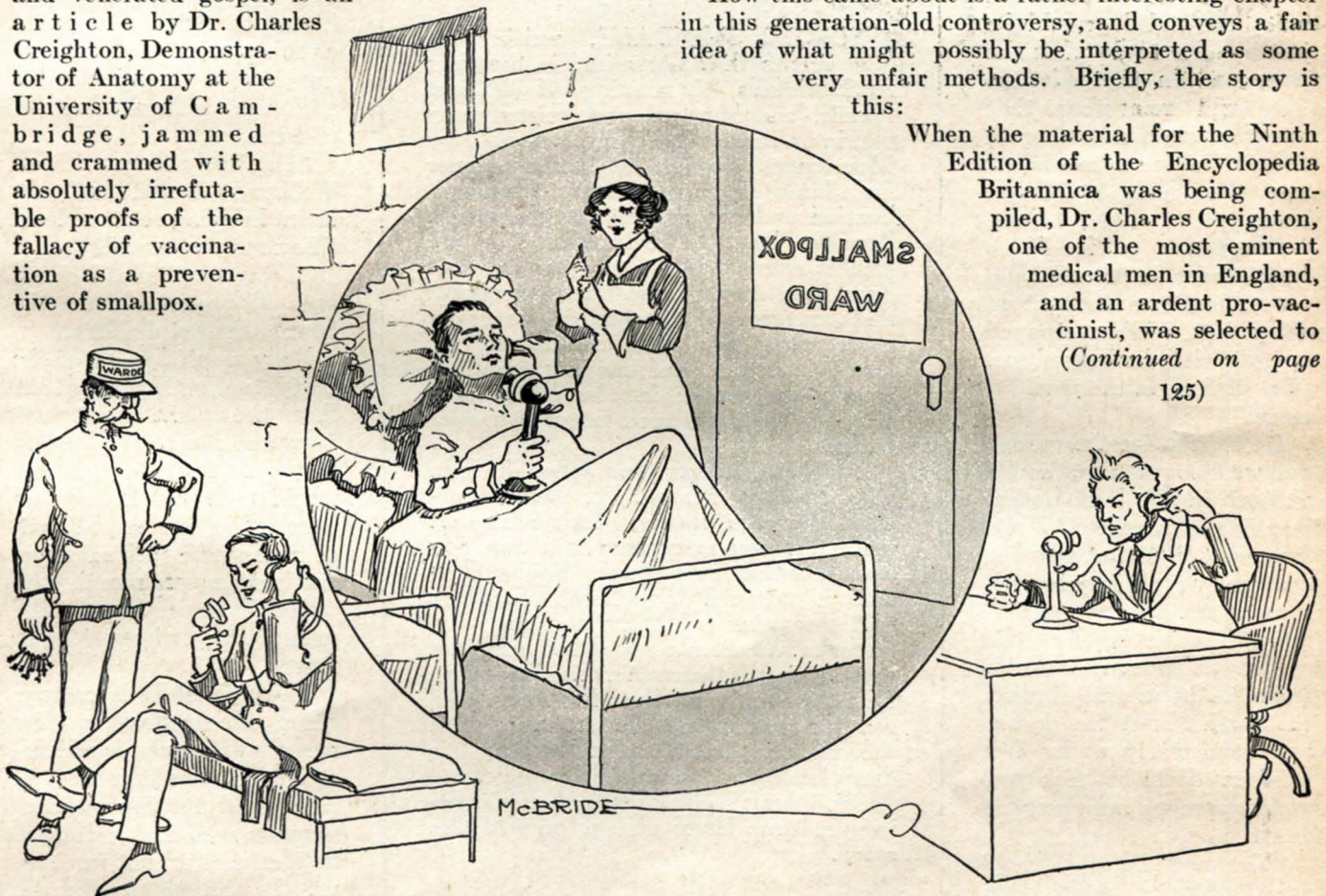
In the present edition, the Tenth, is an article by Dr. S. Monckton Copeman, of London. Dr. Copeman claims to be the original inventor of "glycerinated virus"—now in general use in vaccination.

Incidentally, Dr. Copeman is, or was, in the virus business. In this business, Copeman accumulated a tidy little bundle of the stuff familiarly known as "filthy lucre." Also, he prepared and wrote the dignified twaddle which constitutes the article in the present edition of the Britannica.

How this came about is a rather interesting chapter in this generation-old controversy, and conveys a fair idea of what might possibly be interpreted as some very unfair methods. Briefly, the story is this:

When the material for the Ninth Edition of the Encyclopedia Britannica was being compiled, Dr. Charles Creighton, one of the most eminent medical men in England, and an ardent pro-vaccinist, was selected to

(Continued on page 125)



Of course you know that old story of the man in jail who called up his lawyer and told him about his arrest. "But they can't put you in jail for that," said the lawyer. "But I am in jail," protested the man. The new version of this story is that of the vaccination victim who later became a smallpox victim—"But you have been vaccinated," said the doctor; "they can't put you in the pest-house with smallpox." "But here I am," said the patient; "I've got the smallpox, and I am in the pest-house." All of which is pertinent to certain well-known phases of vaccination history. "Notwithstanding the fact that Prussia was the best vaccinated country in Europe, its mortality from smallpox in the epidemic of 1871 was higher (69,839) than any other northern state."—Quoted from the Ninth Edition of the Encyclopedia Britannica. Also: "The evidence as to re-vaccination on a large scale comes from the army. The death rate from smallpox in the German army, in which all recruits are re-vaccinated, was sixty per cent more than among the civil population of the same age. The Bavarian contingent, re-vaccinated without exception, had five times the death rate from smallpox in the epidemic of 1870-71 that the Bavarian civil population of the same ages had." But why did the Tenth Edition of the Encyclopedia Britannica contain a different story, contradicting the article by Dr. Charles Creighton? See if you can find out why!

Love and Marriage 100 Years from Now

By John R. Coryell

CHAPTER XIII

WILLIAM'S declaration that Mary had kidnapped Dorothy naturally startled us, but it seemed so incredible that Mr. Mason cried out at once, "Impossible! such things are not done in these days."

But I, knowing Mary, was less sure. "You don't know Mary," I said. "She was at that performance the other night; and she is such a reactionary that she would be impressed by the foolish tricks we saw enacted on the screen. She has no imagination, but she is clever in imitation and it would be just like her to do what she saw done in that picture. You will remember that once the villain chloroformed the girl in order to abduct her. I'm going to Mary's home."

I turned to go, for I was greatly wrought up and could not endure the thought of delay, but William stopped me. "Wait!" he begged me. "Let us look in the yard for clews."

He started for the garden and we followed him, though without in the least understanding. Afterward William explained that that was the customary procedure in such cases in his time. At any rate when we reached the garden he waved us back while he bent and studied the earth about the house and particularly under her window. Then he beckoned us to approach and pointed down.

"You see," he said, "here are footprints, which are certainly not Dorothy's. Don't crowd too near! And here just under Dorothy's window are two deep indentations such as a ladder would make. Over there is a ladder which you used when you were examining the roof of the garage."

"It isn't where I left it," cried Mr. Mason.

"No," commented William, "she just threw it down anywhere. And now look at these footprints pointing away from the house. Do you notice how much deeper

the impression is? Dorothy was being carried. Look closely, Oliver, and see if you think Mary's foot would fit the print."

"Not the slightest doubt of it." I exclaimed excitedly after studying the footprint. "Come, Mr. Mason! we must hurry in pursuit."

I will admit that it all seemed ridiculously like reenacting a scene from the absurd screen play we had seen. I can laugh now, but at the time I was deadly serious, as were the others.

Convinced against his sense of probabilities that Dorothy had been abducted, Mr. Mason ran into the house to put on suitable clothing for the ride, leaving me to bring out his swifter plane for use instead of mine.

"Get ready to go with us, William," I said as I set about bringing out the plane. "You may be useful."

"I'll go too," cried Robert, and disappeared into the house ahead of William.

Polly wanted to be of the party, too, but I pointed out that the plane must not carry too much weight, and that besides her mother would need her in case we were gone for any length of time. She yielded reluctantly on my promise that we would send messages the moment we had anything to report.

Mary lived in a cottage across the Hudson in New Jersey, with only a middle-aged woman as housekeeper. She would not live with her parents, who had a cottage in Westchester, not far from us. It was the housekeeper who opened the door at my summons.

"I want to see Mary," I said abruptly.

"She isn't here," was the response.

"Can you tell me where she is?" I demanded.

"No, I can't," she answered. "All I know is that she left here somewhere about one o'clock this morning."

"And you can't even guess where she went?" I questioned.

Picking Up the Thread of the Story

OLIVER RONDALE, writing of events that transpired in the year 2022, details his finding of William Harris, one hundred and thirty years old, in an impassable gorge of the Rocky Mountains, where he has lived a prisoner for a hundred years, shut out from civilization and the progress of the world. Brought back to civilization, the old man is astonished at the changes that have been accomplished, and his quaint and outgrown viewpoints naturally seem very silly and absurd to his hosts. In the swift-moving trend of events the world in the intervening century has progressed faster than ever before.

Our hero, Oliver, has fallen in love with Dorothy Mason. It seems, however, that the passing of time has not made the course of true love run any smoother than heretofore. Young Rondale is pursued by Mary Willard, a mathematician, whom he does not love, but who has often proposed to him. On the morning of their anticipated marriage Dorothy is missing from her room. No one can understand the situation, until the old man deduces that Dorothy has doubtless been kidnapped by her rival, Mary. And, having reached this exciting juncture, let us now go on with the story.

"Well, I might guess," was the answer. "I know she borrowed the use of Mabel Granger's cottage in the Adirondacks; and I know she loaded food into her plane. That's all I know."

"You may depend on it," exclaimed William, "that that's where she's gone. Do you know where the cottage is, Oliver?"

"I know perfectly well," I responded. I had, in fact been there more than once.

"Come!" cried Mr. Mason; "let us be going." He confessed afterward that he was already converted to William's theory.

Another hour found us descending to the little cottage by the lake, for Mr. Mason had put his plane to its highest speed. I had already seen somebody swimming in the lake, and was sure in my own mind that it was Mary. This proved to be the fact, for we had hardly touched the earth when we saw her running swiftly toward us, her white skin still glistening with the drops of water.

She recognized me at once and called out angrily, "What are you doing here?"

"Detain her as long as you can," I whispered to Mr. Mason. "I'll look through the cottage."

He and William and Robert lined up to bar her way, while I, without stopping to answer her, darted toward the cottage and ran inside, calling "Dorothy! Dorothy!"

I can never express the relief I felt when I heard my darling's sweet voice answer, "Here, Oliver! here!"

I ran quickly into one of the little bedrooms opening out of the main room, and there my eyes fell on the already smiling face of Dorothy. She was lying on the bed, tied hand and foot, still robed in the nightgown she had worn when lying asleep at home.

I quickly cut her bonds and clasped her to my heart. There was no time for words, however, for we could hear Mary's voice outside raised in angry expostulation.

I led Dorothy outside at once. At the sight of us, Mary subsided suddenly into sullen silence.

Mr. Mason ran to Dorothy and took her into his arms. He had been more concerned than he had been willing to acknowledge, so that now he could only kiss his daughter and hold her close to him.

I strode over to Mary. "Are you out of your mind to do such a thing as this?" I demanded furiously. "You should be put under restraint until you recover your senses."

"I hate her," she snarled.

"I hope," cried William indignantly, "that you will hand her over to the proper authorities and have her punished."

You old fool!" snapped Mary, turning on him furiously. "You are always in the way."

"It is fortunate for us that he was," I retorted. "It was his wisdom that pointed the way for us. What a silly thing for you to do! (Continued on page 113)



Is the world going "to the dogs,"—going to pieces, or are we headed for better things, as suggested in this remarkable story of life one hundred years from now? Are we on the way to a return to the lofty standard of the ancient Athenians, as is typified in this photograph of Charles Siciliano (Atlas), called by New York sculptors "the Greek God," and last year winner of PHYSICAL CULTURE'S \$1,000 Prize for the most handsome man?

For Your Timidity— Take Up Dancing

ILLUSTRATIONS
BY
F. A. HAMILTON

If You Lack "Personality"—and If Personality
Means Business Success, Here's a
Thought Worth Thinking

By Arthur Murray



I suddenly realized that I had not thought of being embarrassed, had not fallen over the waste-basket, and had forgotten I had hands or feet.

WHEN a former pupil of one of my dancing classes picked me up in his car for a drive home and told me that I was principally responsible for his having not only the car but a high-salaried position as sales manager of a big manufacturing company, I thought he was joking. But he insisted he was in dead earnest.

"I owe whatever success I've made to what I learned, almost unconsciously, on the polished floor of your dancing school," he said.

"You didn't dance your way into the heart of the president's fair daughter, did you?" I asked. "Or has he a fair daughter?"

"As a matter of fact, he has," said the young sales manager. "But it has nothing to do with the case. But I'll tell you all about it.

"I came to the city from a small town, pretty well equipped as to education, and with fair experience in business. I think I had an average amount of brains and I know I had more than average energy and willingness to keep plugging.

"But if you remember my first dancing lessons, you remember I was terribly diffident, as awkward as a hippopotamus, and inclined to become completely dumb

in the presence of a stranger. There was my handicap.

"Whether my awkwardness made me shy or my shyness made me awkward, I can't say. It doesn't matter, for the net result was the same. Whenever I tried to approach a big man on a business proposition, I was scared out of my boots. I knew more about our line of goods than any other man on the sales force and I worked harder than any two of them. But I never could get beyond a certain average of sales.

"I overheard a conversation between the president and the general manager one afternoon. They agreed that I lacked 'personality.' I hadn't heard it defined before, but I knew they had diagnosed my case.

"No, I didn't take the dancing lessons as a cure. I took them because a certain young woman preferred a dance to the movies. And I'll confess that I ventured into the class with about as much joyous anticipation as though I'd been calling on a dentist.

"But I was determined to learn to dance, just as I'd learned algebra and Latin and bridge and golf. And I did.

"Also, I discovered I was learning something more.

My hands and feet, which used to be continually getting in my way, began to take care of themselves. I learned the secrets of poise, physical and mental. I began to meet so many other persons, men and women, that my natural diffidence began to wear off rapidly. I could ask a pretty girl for a dance without blushing behind my ears; I could mix in a conversation with business men over a cigarette in the smoking room without stammering. As I became proficient in dancing I began to go out to affairs where I met people worth while. I found the big men in big business were very much like other men, and there was no sense in being afraid of them.

"One day I had the opportunity to put over a big sale for my house, one of the most important prospects of the year. The head of the company, who would pass on it, had the reputation of being the most hard-boiled customer in the trade, a terror to salesmen.

"I was frightened when I sent in my card, and more frightened when he sent me word to come in. But I had prepared a good opening argument, and I plunged into it. He fired a question at me, and I answered it. And in half an hour we had signed the papers—and I suddenly realized that I hadn't thought of being embarrassed, hadn't fallen over the waste-basket, and had forgotten I had hands or feet except when the moment came to hand him my fountain pen and show him the dotted line.

"I've never been frightened since then. I've grown accustomed to talking freely and easily to all kinds of men; I have absolutely lost all self-consciousness and I attribute it all to your dancing lessons and the things associated with them. There's a young chap on my staff—you know I'm sales manager of the company now—who is suffering from the same trouble I had, and I'm going to send him to you next week."

Naturally, the tribute to the efficiency of dancing gave me a new viewpoint on the subject. I hadn't thought of dancing as developing personality—but now I can look back and count scores of men and women who

have gained immeasurably by what they learned in dancing class and ballroom.

To succeed in life, commercially or socially, a person must have perfect physical and mental control, an ease of manner, self-confidence, assurance. He must, first of all, have that quality we call poise. He must be easily adaptable to unexpected situations, at home, in any group of acquaintances or strangers.

And that is where dancing helps.

Have you ever seen a good dancer who was awkward, or who lacked poise and ease of manner, who looked as though he were worried about his feet or hands? No. He could not have been a good dancer.

Have you ever noticed with what ease the dancer weaves his way about the ballroom, observing the time, keeping unconsciously alert against collisions, chatting with his partner and apparently oblivious of everything but their topic? He is thoroughly at ease; he has a pleasing manner; he is courteous. All these are factors in that quality of which we hear so much to-day—personality.

When one has learned to control feet and hands and body one has gone a long way toward ridding himself of embarrassment. That is the hardest lesson for the young actor and actress—to handle feet and hands in repose. A man famous for being the best dressed gentleman in London once said that a man should dress himself carefully and then absolutely forget what he's wearing. In the same way, one should train his feet and hands in the way they should go, and then forget he has them.

With physical control comes mental control. Your mind is free to concentrate on problems outside your own feelings or appearance. You think more clearly, more intelligently, more efficiently.

The person who learns to dance also develops a keener sense of rhythm. With this comes a more active mentality. You cannot develop a sense of rhythm without at the same time developing other powers. There is rhythm in (Continued on page 128)



You learn the secrets of poise, physical and mental. As I became proficient in dancing I began to go out to affairs where I met people worth while.

Hydrotherapy and the Denatured Naturopaths

By Annie Riley Hale

BECAUSE water was the first natural element to be used extensively by the pioneer practitioners of the Nature Cure School, it passed into a proverb that "every naturopath is first a hydropath." The converse of the proposition—that every hydropath is also a naturopath—cannot be affirmed with equal truth in modern practice, wherein many medical men have climbed into hydrotherapy by some other way than the naturopathic route, and some naturopaths have completely lost their bearings in the uncharted seas of allopathic hydrotherapy.

The medical converts to the Water Cure, seeing its greater efficacy over their own remedies in the treatment of many diseases—particularly all febrile affections—adopted and incorporated it bodily, with all its various applications of wet compresses, whole-body packs, sitz-baths, full baths, showers, sprays, cold plunge, "blitz-guss"—and all the rest of it, into their practice; but they refused to adopt with the hydropathic method, the naturopathic idea underlying it. On the contrary, they still clung to their allopathic fallacies of drug-baiting and anti-toxin inoculation, and wherever they could impale a microbe and hold him responsible for the trouble, they promptly combined germicides and other combative poisons with their hydropathic treatment; with the net result, that as much or more drug poison was left in the system as there was systemic poison eliminated by the water applications.

This was brought to my knowledge quite strikingly in a recent round of personal interviews with local hydropaths, in an effort to learn something of their methods and results. The first to be interviewed was a medical hydropath who was accredited—by one of his colleagues—with very great success in the treatment of venereal disease by hydrotherapy, and the founder of the PHYSICAL CULTURE Magazine was, at the moment, much interested in watching the outcome of natural treatment in the case of some victims of the "Black Scourge" under his own observation. Almost

immediately on being ushered into the presence of this M. D. with the brilliant hydropathic record, I felt much as if I had been sent to interview the ex-head of the Hohenzollerns and the executed head of the Romanoffs rolled into one in the palmy days of their autocratic rule. For that was the only combination I could think of that might appear quite so *authoritative* as this medical hydropath. I explained that I wished to obtain from him some data concerning the specific application of hydrotherapy in the treatment of syphilis, in which the editors had been informed he had had much experience. He frowningly protested the difficulty of expounding "a scientific subject to a non-scientific mind!" I murmured sympathy with his difficulties, but explained further that very few of

the readers of PHYSICAL CULTURE had "scientifically trained minds;" for this reason the management had selected most of their staff contributors from the laity, in order that the language of the subject matter might be intelligible to its reading clientele; that the medical profession in toto—which, as everybody knows, owns a monopoly of "scientifically trained minds"—had a well-grounded prejudice against PHYSICAL CULTURE, some of its members having been known to hastily avert their

Natural Treatment for Syphilis Used by Progressive Physicians

NATURAL treatment is coming into its own, not only through drugless practitioners trained only in non-medicinal measures, but also through the increasing use of natural therapy by progressive physicians of the regular school. It would appear that in some cases, as Mrs. Hale shows in this article, doctors who use hydrotherapy also use drugs at the same time—a sort of mixed treatment, or as one might say, a kind of diluted water treatment. But not all. We are indebted to R. Lincoln Graham, M. D., of New York City, for the practical article on "Hydrotherapy in the Cure of Syphilis," which you will find immediately following Mrs. Hale's caustic discussion. You will note that Dr. Graham uses hydrotherapy to "eradicate" syphilis, which he terms an eruptive disease, being by nature one that may be, and properly is, eliminated through the skin with sufficient medical encouragement in that direction.—The Editor.

gaze whenever it chanced to fall on that offending periodical in the news-stands.

I thought the medical dignitary appeared somewhat mollified by this explanation, probably relieved that he had not too hastily committed his own lucubrations on hydrotherapy to a medium in such ill repute with "the profession." So when I begged him to get down to brass tacks and tell me just what he did hydropathically for the unfortunate syphilitics who came under his professional care, he replied: "Well, the first thing to do, of course, is to administer arsenic or salvarsan—a mixture of arsenic and mercury."

I ventured to remind this self-complacent M. D. that hydropaths of the Nature Cure faith did not hold with the Allopathic practice of fighting systemic poisons with drug poisons, and that (Continued on page 56)

Another Reason for Believing You Can Get Thin to Music:



Mrs. Browning as she appeared on the day she started using Wallace Reducing Records.



This is Mrs. Browning exactly five weeks later, weighing 31 lbs. less.

LIKE many other women handicapped by overweight, Mrs. Browning had noticed Wallace's offer more than a year before she wrote and actually accepted the free proof of what his reducing course can do.

"I am so grateful for what your records did for me, I am glad to let you print these pictures," says Mrs. T. Browning, 6519 Ellis avenue, Chicago. "I am another woman in appearance and feelings, and only regret I was not a year sooner to try your way of reducing."

Styles of today are unkind to even a few pounds excess flesh. To be very stout is *always* tragic. If overweight interferes with your work or play, or keeps you from looking your best, the Wallace course will reduce you—in a hurry.

Every Minute Is Interesting and Every Day Sees Results

There is something irresistible about this sparkling course that's set to music. Not even Wallace's imitators can give you any idea of how spontaneous and zestful these records are from start to finish.

You would keep right on with Wallace's course for the sheer fun of doing it (for all he permits is a ten or twelve-minute lesson daily) but before many days you see such positive results, nothing could make you stop.

The first week this lady gave Wallace's method a chance, she lost six pounds. In a month more she had reduced another 25 lbs. Thirty-one pounds in five weeks—and the small photos show the improvement.

NOTE: Wallace Makes No Charge for Your First Reducing Record Sent *FREE Without Condition*

This is the time of year when people find it easiest of all to reduce by Wallace's melody method. Results are almost magical at this season; the fat fairly rolls away. And Wallace certainly makes it easy enough to try!

Within a week, you can have your first lesson. In another week you can let the scales reveal actual reduction commenced. By making a start right now, you can avoid the discomfort of the hot days.

There is no risk to trying these famous records, for Wallace asks no advance payment for his services.

No Payment, nor Promise of Any Kind

No one has ever been urged to enroll for the Wallace course. But you *are* urgently requested to *try it*. Just the first lesson—just a few days—then you will know better than anyone could tell you, whether you wish to go on with the course, and whether it really can and will bring you a normal figure. Send for your

first lesson today. Let results decide the matter, once for all.

Start to Reduce Here and NOW

A full-sized, double-faced 10-in. reducing record awaits your simple notification that you want it. No obligation whatever is attached to this free demonstration (read the application printed below).

Clip, fill and mail form just beneath; you'll always be glad you did. Whether five pounds too heavy, or fifty, this melody method will make your measurements what they should be. Enclose no payment; just 25c in stamps, to cover postage and packing:

WALLACE, 630 S. Wabash Ave., Chicago

Please send me reducing record, chart and instructions free. I enclose 25c to cover postage and packing. This does not obligate me in any way, and the record, chart and instructions are mine to keep. (2)

Name

St. & No.

P. O. State.

Hydrotherapy and the Denatured Naturopaths

(Continued from page 54)

they specially condemned the use of arsenic or mercury in the treatment of the malady under discussion. "Oh, well," broke in the oracle impatiently, "what do those ignoramuses know about it? Nobody with any sense would in this day and time attempt to treat syphilis without the intravenous injection of arsenic or mercury in some form. Hydrotherapy is merely an adjuvant to that."

"Yet the historic founder of hydrotherapy, Vincenz Priessnitz, treated all the patients of every kind who came to him without the aid of drugs, did he not?" I countered. "Priessnitz," sneered the medical practitioner of hydrotherapy, "was a very insignificant small potato as compared with Winternitz, who developed hydrotherapy on a scale never dreamed of by Priessnitz." William Winternitz, the subject of this laudation, was a wealthy and powerful Viennese surgeon, who after visiting Graefenberg and learning from Priessnitz the secret of the water-cure, came home and housed it in more spacious and opulent quarters than the Graefenberg establishment, beautiful and imposing as that was at the time of Priessnitz's death. Like other adherents of the Allopathic School, Winternitz never abandoned his drug and surgical practice—on which he had amassed his great wealth—for hydrotherapy, but merely annexed the latter as an "adjuvant" of the former; and this is probably what our medical friend meant by "developing hydrotherapy;" and in this sense he was quite right in saying it was along lines "never dreamed of by Priessnitz"—nor by any other genuine naturopath. Winternitz, however, in his day freely acknowledged his debt to the master of Graefenberg, and was not ashamed—with all his medical knowledge and skill—to sit at the feet of the Silesian peasant and learn about hydrotherapy, as did many others of the most eminent physicians of that time in England and on the Continent. (See Metcalf's "Life of Priessnitz.")

The next man whom I interviewed I approached much more hopefully than the first, since I had been informed that he was not only a skilled hydrotherapist, but an intelligent and bona-fide naturopath. Such had been his early faith and training, I learned, but the environment in which I found him was not calculated to preserve that faith in its original integrity. He was employed by a large insurance company in the downtown business section to give hydropathic treatment to its officers and employes, to keep them "fit" for their jobs. A native Swiss, this naturopath had inherited the tradition of Arnold Rickli, and had studied hydrotherapy under William Winternitz, the first-hand disciple of Priessnitz. For several years however, he had been a

naturalized American citizen and a practicing hydropath of New Jersey, where he had established valuable allopathic connections, who sent many patients to his private practice, and through whom he had secured his present lucrative post with the insurance company. "I would be a base ingrate to slam the medical men," he said very frankly, and I was forced to concede that under the circumstances that would be both bad business policy and bad taste.

I saw quite plainly that our Swiss naturopath had had to wrestle with the old, old problem of trying to "serve two masters;" and as I found him a very amiable, courteous gentleman, I was not disposed to render harsh judgment because he had made the all too frequent choice of abandoning the less profitable one at the moment. The allopathic master in this case, however, was not content with mere abstinence from adverse criticism; and I soon discovered that this erstwhile naturopath had quickly passed from condoning to embracing allopathic heresies. This came out in the discussion of hydrotherapy as applied to venereal diseases, wherein he affirmed his belief in germs as a primary cause of disease; pooh-pooed the treatment of contagious diseases—especially syphilis—by natural methods of cure; and extolled medical theory and practice in general, and medical practitioners in particular, as being far superior to those of his own, perhaps I should say his *disowned*, School of Healing.

"When I go into the cramped, ill-equipped, frequently dirty quarters of the naturopaths," exclaimed the naturopathic defender of Allopathy, "and compare them with those of the medical world; and then contrast the ignorant, narrow-minded men I meet there with the broad-minded scientists of the Regular School, I must confess the outlook for Naturopathy is not encouraging." He then launched into personal criticism of certain naturopaths of New York City, which was apparently an answer to *their* personal criticism of *him*, as I inferred from the following speech: "They call me a Nature-fakir, because of my association with the Regulars, and because they are jealous of my success and my good position here," he said with a sarcastic smile.

"I think I should rather call you a *denatured naturopath*," I returned smilingly, and was rewarded by a hearty laugh.

As I surveyed the well-appointed offices of our denatured naturopath in the headquarters of his wealthy employer, equipped with the latest hydropathic appliances, electric bake-ovens, etc., all new and shiny, I could understand his recoil from the poorer quarters of struggling naturopaths still fighting for popular recognition against heavy odds. I was convinced also that he did good hy-

dropathic work, and felt it a pity that any of it should be nullified by its unholy alliance with allopathic remedies.

Next I betook me to a Water Cure practitioner on the East Side who, I was informed, had learned his art in Germany; was also one of the original naturopaths of this city, a real old-fashioned Nature Cure doctor. Surely now I would get the pure gospel of Naturopathy—uncontaminated by allopathic influences!

I found him on the first floor of a modest-looking apartment house, with his various hydropathic apparatus, and manipulative couches of one kind and another, occupying several rooms. He carried a distinctive German name, and spoke with a distinctive German accent, though I learned from him that he had been in this country many years. He still wore the frightened, hunted look that many of our hyphenated citizenry took on during the war. He admitted me with an air of non-committal reserve, which gradually wore away as he became convinced my mission was a friendly one. He showed me through his establishment, and demonstrated the various hydropathic appliances.

I was particularly interested in what he called the "blitz guss"—a stream of water directed through a one-inch hose against any portion of the body at a distance of several yards, and with such force that it divides into two streams at the point of impact, drenching both sides of the trunk or limb. This "blitz guss," he explained, could be given a pressure of twenty-eight pounds, and is especially valuable in chronic troubles for releasing electro-magnetic currents in the body by directing against it alternate hot and cold streams of water. This electro-magnetic effect, together with the accelerated circulation, accounts for the tonic effect of all cold water applications and for the bracing influence of cold outside air. Another important effect of the electro-magnetic currents is the liberation in the system of more oxygen and ozone through the splitting up of molecules of water into hydrogen, oxygen, and ozone, by the electricity thus generated.

Only when I inquired about his hydropathic treatment of syphilis did the round, bland face of the German doctor resume its wonted expression of wariness. "I never treat doze cases," he said with decision. "I tink only de Allopath doctors should treat dem." "But why?" I asked. "Because only de allopaths have *license* to treat contagious diseases in dis country," he said, "and believe me, I've had enough of trying to practice widout license in dis town! For years here I was hounded like a criminal. I didn't know when de door-bell ring, who I should open to, friend or foe, patient or spy. So den I take out license as chiroprapist, and later

(Continued on page 58)

The Man You Were Meant to Be It's Up to You!

WHAT kind of a man are you? A man in every sense of the word—strong self-reliant,—competent to take a man's part in the game of life? A man who everyone admires because they must respect him? A man vigorous, compelling, with indomitable will and energy? Or are you just a male person, weak, vacillating, incompetent, tolerated by your acquaintances and pitied by your friends? Are you the man you were meant to be?

It's up to you! It makes no difference what you are, it's what you want to be and what you were meant to be that really count. If you are content with your present physical condition, content to be a man in name only, you will remain such to the end of your days. But if you want to be the man you were meant to be—big, forcible, capable, radiating health and energy, respected and admired by all—just listen to the tale of J. E. Woodrow:

The upper picture shows J. E. Woodrow, of Peoria, Ill., on December 15, 1919, when he enrolled for the Milo course of instructions. Not much to brag of in the way of physical development. Perhaps just one of those "male persons." The lower picture was taken on April 26, 1921—looking and feeling like a real man!

Looking and feeling like a real man is right! Mr. Woodrow says:

"The enclosed photos will do more to demonstrate the value of your course than anything I can write. I wanted health, strength and development, and I got them. And more, I greatly improved my personal appearance. I am now holding down two jobs, and handling them better than I previously handled one. I wish to thank you for what your remarkable course has done for me."

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J. E. WOODROW
when he started our course



J. E. WOODROW
2 years after the first photo was taken

Strength for July

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Who Are the Strongest Athletes: BY ALAN CALVERT. Can weight-lifters beat weight-throwers at their own game? Could any good shot-putter or hammer-thrower break all the weight lifting records? Are either or both sports more dependent on knack and skill than on pure strength? Read what Mr. Calvert has to say about these questions.

The American Venus: BY THELMA KENYON. An interview with Gertrude Artelt, the best formed girl in America and a world renowned swimming champion. Read her secrets of success.

Heroes of the Hundred: BY CHARLEY PADDOCK. Were the old champions more versatile than the champions of today? Archie Hahn won 4 first places in the Olympics one year. Was it because the competition was not so keen or because he was the greatest sprinter? Read what the greatest sprinter of today thinks about his predecessors.

In this issue everyone will be interested in "Strong Men of the Movies," by L. E. Eubanks; "The Camping Lure," by T. von Ziekursch; "Are You 50% Efficient," by Hugo Otopalik, Gymnasium Director of Iowa State College, at Ames, Iowa, and the "Romance of Strength," by Geo. F. Jowett.

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(Continued from page 56)

as osteopath," and he pointed to these two framed grants of licensure which adorned his walls. "So now I give hydropathic treatment to all de patients de doctors send to me, and let it go at dat. I am a law-abiding citizen and dat is why I am here," he concluded with conscious rectitude.

Finally, in my quest for information on the subject set forth at the beginning of this article, I obtained from Dr. Wm. F. Havard—an unspoiled, uncorrupted naturopath to date—something like a general rational outline of natural treatment for the sufferers from venereal disease. Dr. Havard is a newcomer in New York, having been engaged in Nature Cure work in Philadelphia and for four years prior to coming here in the Lindlahr Sanitarium in Chicago. The treatment he described for syphilis was that he had employed there:

"For the first week, we put them in a warm Epsom salts bath hot enough to be borne for twenty minutes, every night, keeping up a frictional massage with a

rough towel during the bath; this is repeated every other night the second week, and twice only the third week. During this period, the patient is given an eliminative diet of acid fruits and green vegetables, and frequent colon irrigation. We follow this with an irritation of the skin by means of an old-fashioned instrument, cylindrical in form, fitted with a piston provided at the end with fine needle points, called from its inventor a "Baumscheidt resuscitator." After needling the surface of the body with this—which we accomplish in sections—we rub into the aroused and reddened skin an exanthematic oil which is a powerful pus extractor, bringing it out in millions of pustules. After the oil massage, the patient is encased in cotton batting and left alone for ten or twelve days, after which the same treatment is repeated at intervals until the pustules are filled with clear, transparent fluid. During the needling process, the patient may be given short fasts, or it may be followed by fasting, depending on individual conditions. We usually

wind up the treatment with the Macfadden milk diet, and dismiss the patient with the caution to 'watch his step' in the matter of everyday diet and hygienic living."

"And do you give no hydropathic treatment, except the Epsom baths?" I asked.

"Oh, yes, that comes in the second part of the treatment. After we have rid the system of most of the poison, in the manner described, and the patient is on the upward climb, we employ any, or all of the stimulating water applications, such as showers, cold plunge or affusion, blitzguss, etc. The therapeutic effect of water is two-fold—sedative and stimulative, depending on the method of applying it. The sedative effect, which we get from compresses, packs, and continuous immersion, is indicated in all acute troubles; whereas the stimulative effect of all the more rigorous and heroic cold applications is aimed at wherever we have a chronic or sluggish condition to deal with."

Hydrotherapy in the Cure of Syphilis

By R. Lincoln Graham, M.D.

When we enter the field of the use of water as a curative agent, we take a long step toward securing an exact science. With the use of drugs and the knife we remain in the field of probabilities, depending almost exclusively upon the physiological outcome of our treatments. The physiological outcome depends upon so very many factors—upon the characteristics, age, sex, mentality, functional activity, etc.—that the practice of medicine and surgery is in truth an Art, depending upon Science. This is the reason for the success of certain physicians and the failure of others.

On the other hand Hydrotherapy is capable of exerting physical as well as physiological effects, and the physical laws rarely vary. With the physical laws prominent in mind, the plus and minus in curing disease can be applied with practically positive results in every diseased condition, and we can thus escape the probable or speculative results that medicine and surgery afford.

The general principles of Hydrotherapy are simple and few. With a complete understanding of them they can be applied to any condition of disease without recourse to expensive apparatus or instruments. When in general practice, I found the ice-box, the hydrant and the water kettle supplied all the necessary outfit, and frequently treated forty to sixty cases of illness a day at the homes of the patients with no other outfit than what one would find in the cheapest tenement. In fact the very simplicity of application of

water has a soothing psychical effect on the sufferer in contrast to the impression made by intricate and cumbersome outfits. Water is water, whether the container be a tub, a towel, or a coil, and the action we desire is from the water and not from the container. However no one can become a successful user of water in the treatment of disease unless one learns to observe the efforts of nature to correct the results of disease.

Perhaps before going any further it would be advisable to give an illustration so that this last statement may be properly understood. In all eruptive diseases, measles, chicken-pox, scarlet fever, small-pox, nature in her efforts to throw off the disease calls upon the skin to excrete the infection. This should be our guide. I have often put a patient through the complete stages of scarlet fever in twelve hours by exposing him to a ten hours' dry hot pack, with drinking water to promote the sweat or activity of the sweat glands. In other words, the skin is the first organ of excretion in eruptive diseases that nature calls upon to eliminate the disease, and the indications are in these conditions to sweat the patient till all the infection is eliminated, and when completely eliminated the disease does not exist.

While on this subject, I would call attention to the grave consequences to the kidneys when they are called upon to eliminate the poisons that the skin has been unable to excrete. Following a sweat of five to ten hours there will not

be even traces of albumin in the scarlatina patient, in contrast to the nephritis almost constant in these conditions.

The uses of water are in three forms—vapor, that is, steam; fluid, that is, water as we understand it, and solid, or ice. The effects of water are physical, and physiological. Physiological effects are both direct and reflex. The physical effects are osmotic, thermal, and electrical. These are constant and have practically no variance. The physiological effects are congestive, anaemic, functional, and chemical.

Let us define these actions. Osmotic is that action due the pressure of fluids. It is the cause of the bleached anaemic condition seen in a washer-woman's hands. This law is simple; *when two fluids of different density are separated from each other by an animal membrane, there is a movement from the heavier to the lighter to equalize their density.* In simple terms, the blood, being heavier than the water, is drained into the water. This action is one of the most efficient remedies we have for correcting local skin and stomach and intestinal disorders.

In varicosis or varicose ulcer the prolonged immersion in water frequently repeated will promptly promote recovery, after all other means fail. In these cases, by draining off the blood from the blood vessels, we relieve their congestion and distention and afford nature opportunity to resume normality. The application of this principle is indicated in practi-

(Continued on page 60)

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"The secret of success lies in investigating every opportunity."

(Continued from page 58)



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cally every disorder of the entire digestive canal. Even in typhoid fever the drinking of large quantities of water on empty stomach and intestines will bleach out the congestion of the ulcerated Peyerian glands and abort the severity and duration of the disease, and render it almost insignificant in its manifestations.

The thermal action of water is readily understood. Water gives off heat slowly in comparison to gases. The cold checks bacterial activity and the heat promotes it. Where the depression of an infection is dangerous it is imperative that we check the bacterial activity, as in diphtheria. In this dreaded disease it is imperative, because of the severity of the infection as well as the mechanical results of the membranes in the air passages, that the bacterial activity be checked. Thus the freezing of the parts by the ice pack is indicated, and by maintaining the throat in a frozen condition practically all progress of the diphtheria will be checked. A forty-eight hour exposure to the ice-pack has in my hands proved sufficient to enable nature to develop enough toxins within the blood to offset any action of the infection.

Cold water applied to the skin will immediately contract the finer blood vessels to prevent chilling of the blood, but thereupon an excess of blood will be sent to the exposed part to overcome the cold contact. This reaction is true whether the water be in a tub or towel, so that the towel is just as efficient as the tub or shower, and is much more readily handled. Except where prolonged exposure is desired to have the maximum of osmosis, the wet pack is able to meet all conditions.

In all internal congestive conditions, of every origin, that is, pneumonic, bronchial, inflammatory conditions, typhoid and gastritis, peritonitis and other kindred internal conditions accompanied by fever, the cold wet pack is indicated. In giving the pack, keep in mind the fact that reaction is in proportion to the extent of the pack and make it ample in area and moisture. Don't wring the towel till almost moist but have it dripping wet. Don't limit its spread to the chest or abdomen; spread it over both. The simple procedure of dipping a hand towel in cool or cold water and spreading it over the chest and abdomen, covering it with a bath towel and drawing up the bed clothes, will be ample. If sweat arises keep the pack on as long as the comfort and temperature are normal. In pneumonia it is usual to change the pack every hour during the first ten hours, and after that, about three times a day; in typhoid, every three hours, unless we have lung involvement, when it should be oftener. Usually the temperature will become normal in from three to ten minutes in all cases; but if the temperature does not return to normal in ten minutes the vital forces are so depleted that stim-

ulation is required and it is then imperative that the ice bag be placed over the heart to maintain its force. Except in advanced cases of blood-poisoning these measures will be ample to restore normal temperature.

The action of the pack requires some explanation. Nature reacts and sends excessive blood to the skin to overcome the cold in the pack. Where must this blood come from? From the internal organs that are congested with blood because of the diseased condition of them, so that in these organs, instead of an excess of blood, we have a condition of blood impoverishment or local anaemia. In conditions of local anaemia there is sluggish activity, and the diminished blood supply to the part lessens animal heat, and deprives any infection of the same activity it had during congestion. The excessive blood in the skin throws off heat to the cold water—which generates vapor or steam. This vapor is a splendid agent to cause sweat, and thus the blood is further depleted. Going further, the law of osmosis begins and we have a draining of the blood of the skin. In substance, we have met every indication required in pneumonias, typhoids, etc., by the simple cold pack.

These few simple facts are comprehensive of the action of water. They can be applied to any disease. Syphilis is primarily an eruptive disease. The skin is the main organ of primary elimination. As with measles or scarlet fever, the indications are to sweat it out. I have found the dry hot cabinet pack sufficient. A ten hour exposure twice weekly, with rest between, will usually clear up all evidences of Leuitic affections in six weeks. Frequently the infecting germ cannot be found in the initial lesion after the first exposure, and seldom can the so-called Wassermann reaction be found after the third or fourth exposure. During the exposure the quantity of water drunk should approximate six pints to a gallon and a half, and be followed by a twelve hour rest. This was the only treatment allowed by Geunther in his *Anstahl*. During treatment it must be borne in mind that so strenuous an exposure as a ten hours' confinement to the hot cabinet is followed by a decidedly unprotected skin, as the fat is practically emptied from all the skin pores; woollens must be worn for protection against chill during treatment. The time necessary in the first and second stages of Leuitic conditions is from six to ten weeks. This process following nature's attempts does not cure the disease; it eliminates it from the system, so that there can be no comeback, or after effects, where the cause has been eradicated.

As I have said before, nature must indicate, and we must supplement. With these simple principles of water treatment practically every requirement can be met.

A Wild Man

once lived in the forest. He had no fear of man or beast. He carried a mighty club with which he fought his enemies of the jungle. His rough and active life in the open gave him the strength of the beasts themselves. He was a superman in health and strength. But who wants to be a wild man?

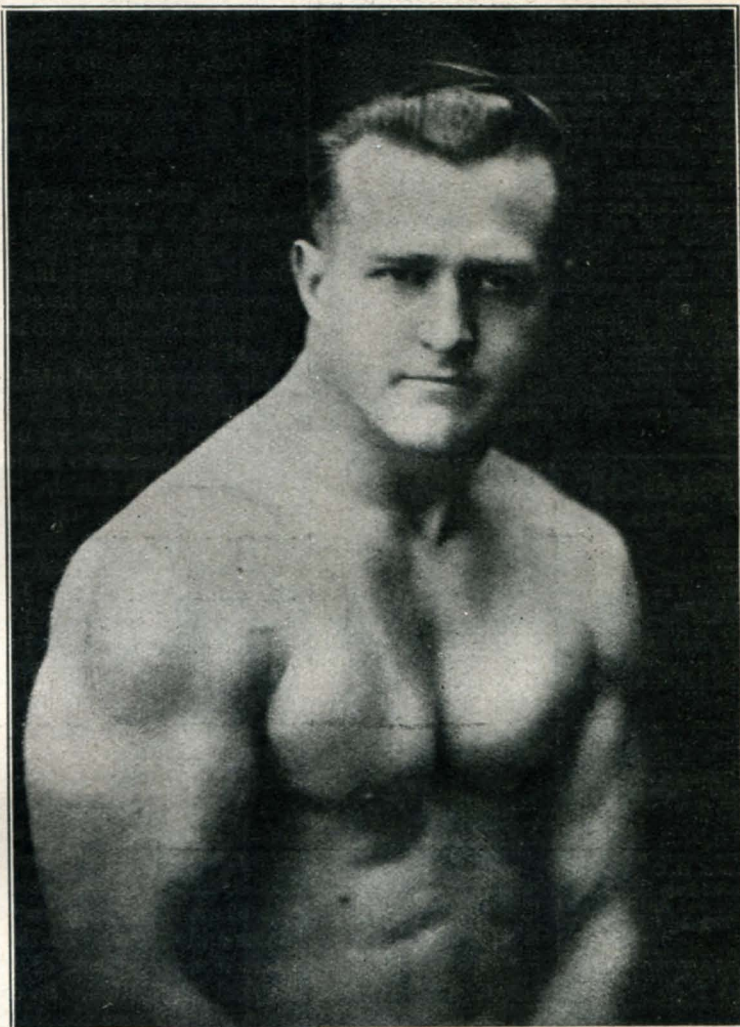
The Modern Man

There are men in our very midst today enjoying the same abundance of health and strength. They are not of the wild man type, however. They are men of intellect, who have become leaders of industry. They realize that brains are essential, but brains are of no value if placed in a weak body with sluggish blood circulation, or troubled with various disorders of the vital organs.

The Miracle Man

It took the wild man years of active out-door life to attain his strength. How then, can a business man acquire this same strength when his days are spent in an office?

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Latest photograph of
EARLE E. LIEDERMAN
Taken February, 1922

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Hay Fever, Colds, Catarrh, Asthma

**Instantly Relieved
by New Invention**

A NEW way has been invented to relieve Hay Fever, Rose Fever, Asthma, Catarrh and Bronchitis. Every sufferer from these and other respiratory diseases will be keenly interested in this new invention, for it is unlike anything ever before offered. It is NOT a patent medicine. There is nothing to swallow. No habit forming drugs are used. Any physician will tell you how safe this new method is. Already reports are on record of the wonderful relief that users have experienced almost instantly.

This new invention, called Breathe-O-Tol, is based on Nature's own principle of inhalation. Day or night, without effort or inconvenience, you inhale pure medicated air which attacks the germs in the respiratory passages, relieves congestion and soothes and heals the swollen membrane. The head is instantly cleared and breathing becomes natural and easy.



EASY TO USE

PROOF

Cured Catarrh

Words cannot say enough in praise of your wonderful discovery. I have suffered from catarrhal headaches for four years. I have spent loads of money on doctors and chiropractors, but nothing gave me relief. Since using BREATHE-O-TOL, I have not had a sign of a headache. Edward J. McCleary, Belmar, N. J.

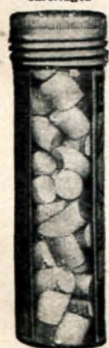
Bank President orders 5 Outfits

The set received here today gave my boy, who is a sufferer from Hay Fever, almost instant relief. Clarence F. Norment, President, National Bank of Washington, D. C.

Relief from Hay Fever and Asthma

This is the second year Mr. Whittingham has used them and finds them a great relief from Hay Fever and Asthma. Mrs. W. F. Whittingham, Carriazo, N. M.

Breathe-O-Tol consists of the patented inhaler and medicated cartridges



NOT a Patent Medicine

Breathe-O-Tol consists of a little silvered device which slips into the nose and holds two medicated cartridges treated with a special combination of oil of pine needles, menthol, oil of eucalyptus camphor and other scientific healing and antiseptic agents. Breathe-O-Tol is inconspicuous and can be worn any time.

Trial Offer Full Cost if \$2.00 Satisfied Only

Try the Breathe-O-Tol treatment without risking a penny. See how it brings instant relief. Everyone, especially mouth breathers, as well as sufferers from catarrh, hay fever, colds, and other troubles should use this simple, pleasant method of keeping the respiratory organs clear and free from germs.

SEND NO MONEY

Just mail the coupon below without any money. The patented Breathe-O-Tol outfit, consisting of Inhaler and a supply of medicated cartridges will be sent you by return mail. Pay the postman \$2.00 plus postage upon arrival. Then use Breathe-O-Tol five days. If it does not bring wonderful relief, return it and your money will be instantly refunded.

You take no risk, so mail the coupon at once, indicating whether you want Set A for Colds, Catarrh and Bronchitis, or Set B for Hay Fever, Rose Fever and Asthma. Both outfits the same price.

THE BREATHE-O-TOL LABORATORIES
Dept. C57, 1400 Broadway New York, N. Y.

THE BREATHE-O-TOL LABORATORIES
Dept. C57, 1400 Broadway, New York, N. Y.

Please send me patented Breathe-O-Tol treatment as follows:

- ☐ Set A for Colds, Catarrh and Bronchitis.
☐ Set B for Hay Fever, Rose Fever and Asthma.

I will pay the postman \$2.00 plus postage on arrival, and will try it faithfully for five days. If I am dissatisfied with the treatment in any way, I will then return the Outfit to you less what I have used, and you are to refund my money in full at once.

Name.....
Address.....

City..... State.....
Orders from Canada and Foreign Countries must be accompanied with money order.

Work—It's Also His Middle Name

(Continued from page 33)

from Fort Morgan. Relays of buggies were provided for him so that not a moment might be lost. At 3 o'clock on a winter morning he was at the bedside of the patient, the cow man's wife.

On leaving the sickroom he found the cowman anxiously waiting.

"Doc., is she goin' to live?" asked the anguished husband.

"I am very sorry to have to tell you that your wife has but a few hours to live."

With downcast eyes the husband seemed in a brown study for a moment. Then with a deep sigh, he heaved his shoulders and thrust his hands into his trousers' pockets as he asked,

"Well, Doc., what the hell's to become of me?"

Six years of hard riding and meagre fees at Fort Morgan sufficed to convince Dr. Work that he had not found there the front entrance to a successful career, so he moved to Pueblo, "The Pittsburg of the West," as its citizens proudly proclaim it, a busy manufacturing city and second only to Denver as a railroad and commercial center. Here he quickly made such a name for himself that he was elected in due time President of the Colorado State Medical Society, being the youngest man ever selected to fill that office. For a number of years he was a member of the Colorado State Board of Medical Examiners. For ten years he was a member and President of the Colorado State Board of Health. In 1912 he was elected President of the American Medico-Psychological Society, an association of medical specialists of the United States and Canada. At the present time he is the President of the American Medical Association. So distinguished a professional career should have satisfied any reasonable man, but it merely whetted Dr. Work's appetite for more.

In stature, temperament, methods, the new Postmaster-General is the antithesis of his predecessor. Dr. Work is six feet tall, and so well built that his assurance that he actually weighs 196 pounds almost sounds exaggerated. He wears a closely cropped mustache that once was brown, but which is now more inclined to be gray like his abundant hair. His expression is serene, but grave; a physician's long association with suffering and death is not calculated to promote levity. At sixty-two Dr. Work looks the personification of vigorous health, as a man should who all his life has faithfully observed the immutable laws which safeguard physical well-being. It is something of a shock, therefore, to hear from his lips such heresies as these:

"I never took any exercise that I did not have to.

"When I was a practising physician I ate four meals a day: the usual three shared by all the family and the fourth

at midnight when I returned from my calls. On this occasion I went to the pantry and icebox and helped myself liberally to whatever there was to be found—pickles, cheese, mince pie, ham, sausage, milk, coffee, crullers, and such light trifles. I never paid much attention to the bill of fare provided it was filling, for a doctor who is on the gallop eighteen hours a day needs food, and, besides, I believe that when a man gets to thinking about what he should eat and what he should do he is thinking too much of himself; he is looking in too much. We should look out and not in."

Dr. Work does not care for golf or, in fact, for any other game. He rarely goes to the theater; he is wholly indifferent to the fascinations of the movies. His sole recreation is work. He is at his desk in the post-office at 8 o'clock in the morning, though he does not ask or expect his staff to keep equally early hours.

With characteristic Western hospitality Dr. Work threw his office door wide open, the outward symbol of red tape abolished, of formality *non est*, when he became First Assistant Postmaster-General at the beginning of the Harding administration. Knowing ones winked and privately laid wagers on the number of days such an open welcome would persist.

"For," said they, "East is East, and West is West; and you can't do in Washington the things that are *de rigueur* in Pueblo."

Nevertheless, that outer door had never been closed when Dr. Work walked out of it a year later to occupy the adjacent suite as Postmaster-General, leaving that door, also, wide open to the human tide which immediately began pouring through in quest of jobs and favors. Any one who has a moderately plausible excuse may walk right in with an irreducible minimum of hindrance from outer guards. The new Postmaster-General is the most approachable official now resident in Washington. The children at Wardman Park where Dr. Work lives all know him and each and every one of them regards him as a particular friend and chum.

When Chief Post-office Inspector Simmons was laid up for eight weeks Dr. Work was a daily caller at the hospital. And every day he takes his lunch in the cafeteria on the eighth floor of the post-office building along with the clerks, eating the same food at the same tables with the rest; for he is still, as he always has been, plain Dr. Work. You can judge of his youthful environment by Dr. Work's statement that his father gave him but two bits of advice, namely: "Do the best you can with what lies nearest until it is finished," and "Never do a mean thing." What better advice could any father give his son?

Can You Guess This Man's Age?

See if You Can Tell Within 25 Years; the Author Couldn't; But He Stuck With Harry Bradstreet Until He Revealed His Method of Staying Young

By WILLIAM R. DURGIN



USED to pride myself on guessing people's ages. That was before I met Harry Bradstreet, whose age I missed by a quarter-century. But before I tell you how old he really is, let me say this:

My meeting-up with Bradstreet I count the luckiest day of my life. For while we often hear how our minds and bodies are about 50% efficient—and at times feel it to be the truth—he knows *why*. Furthermore, he knows how to overcome it—in five minutes—and he showed me *how*.

This man offers no such bromides as setting-up exercises, deep-breathing, or any of those things you know at the outset you'll never do. He uses a principle that is the foundation of all chiropractic, naprapathy, mechano-therapy, and even osteopathy. Only he does not touch a hand to you; it isn't necessary.

The reader will grant Bradstreet's method of staying young worth knowing and using, when told that its originator (whose photograph reproduced here was taken a month ago) is sixty-five years old!

And here is the secret: *he keeps his spine a half-inch longer than it ordinarily would measure.*

Any man or woman who thinks just one-half inch elongation of the spinal column doesn't make a difference should try it! It is easy enough. I'll tell you how. First, though, you may be curious to learn why a full-length spine puts one in an entirely new class physically. The spinal column is a series of tiny bones, between which are pads or cushions of cartilage. Nothing in the ordinary activities of us humans stretches the spine. So it "settles" day by day, until those once soft and resilient pads become thin as a safety-razor blade—and just about as hard. One's spine (the most wonderfully designed shock-absorber known) is then an unyielding column that transmits every shock straight to the base of the brain.

Do you wonder folks have backaches and headaches? That one's nerves pound toward the end of a hard day? Or that a nervous system may periodically goes to pieces? For every nerve in one's body connects with the spine, which is a sort of central switchboard. When the "insulation", or cartilage, wears-down and flattens-out, the nerves are exposed, or even impinged—and there is trouble on the line.

Now, for proof that subluxation of the spine causes most of the ills and ailments which spell "age" in men or women. Flex your spine—"shake it out"—and

they will disappear. You'll feel the difference in *ten minutes*. At least, I did. It's no trick to secure complete spinal laxation as Bradstreet does it. But like everything else, one must know how. No amount of violent exercise will do it; not even chopping wood. As for walking, or golfing, your spine settles down a bit firmer with each step.

Mr. Bradstreet has evolved from his 25-year experience with spinal mechanics a simple, boiled-down formula of just five movements. Neither takes more than one minute, so it means but five minutes a day. But those movements! I never experienced such compound exhilaration before. I was a good subject for the test, for I went into it with a dull headache. At the end of the second movement I thought I could actually feel my blood circulating. The third movement in this remarkable SPINE-MOTION series brought an amazing feeling of exhilaration. One motion seemed to open and shut my backbone like a jack-knife.

I asked about constipation. He gave me another motion—a peculiar, writhing and twisting movement—and fifteen minutes later came a complete evacuation!

Harry Bradstreet frankly gives the full credit for his conspicuous success to these simple secrets of SPINE-MOTION. He has traveled about for years, conditioning those whose means permitted a specialist at their beck and call. I met him at the Roycroft Inn, at East Aurora. Incidentally, the late Elbert Hubbard and he were great pals; he was often the "Fra's" guest in times past. But Bradstreet, young as he looks and feels, thinks he has chased around the country long enough. He has been prevailed upon to put his SPINE-MOTION method in form that makes it now generally available.

I know what these remarkable mechanics of the spine have done for me. I have checked up at least twenty-five other cases. With all sincerity I say nothing in the whole realm of medicine or specialism can quicker re-make, rejuvenate and restore one. I wish you could see Bradstreet himself. He is arrogantly healthy; he doesn't seem to have any nerves. Yet he puffs incessantly



HARRY BRADSTREET, THE MAN WHO DECLINES TO GROW OLD

santly at a black cigar that would floor some men, drinks two cups of coffee at every meal, and I don't believe he averages seven hours sleep. It shows what a sound nerve-mechanism will do. He says a man's powers can and should be unabated up to the age of 60, in every sense, and I have had some astonishing testimony on that score.

Would you like to try this remarkable method of "coming back?" Or, if young, and apparently normal in your action and feelings, do you want to see your energies just about doubled? It is easy. No "apparatus" is required. Just Bradstreet's few, simple instructions, made doubly clear by his photographic poses of the five positions. Results come amazingly quick. In less than a week you'll have new health, new appetite, new desire, and new capacities; you'll feel years lifted off mind and body. This miracle-man's method can be tested without risk. If you feel enormously benefited, everything is yours to keep and you have paid for it all the enormous sum of \$3.00! Knowing something of the fees this man has been accustomed to receiving, I hope his naming \$3.00 to the general public will have full appreciation.

The \$3.00 which pays for everything is not sent in advance unless you prefer. Just pay the postman who brings it. Requests will be answered in turn. Try how it feels to have a full-length spine, and you'll henceforth pity men and women whose nerves are in a vise!

HARRY BRADSTREET, Suite 400
630 S. Wabash Ave., Chicago, Ill.

I will try your SPINE MOTION without risk if you will provide necessary instruction. I will pay postman just \$3.00 for everything, on arrival. This deposit to be returned in full if I send back the material in 5 days.

Name

Address

Swimming—Woman's Best "Setting Up" Exercise

(Continued from page 37)



Copyright Keystone View Company, New York.

A characteristic group of mermaids, exemplifying not only the health and beauty but the happiness of the typical girl swimmer. This photograph of Eva Lewin, Ruth Vialor, Lilian Ballin and May O'Loughlin, was taken on the occasion of their exhibition in the swimming pool aboard the new S. S. Resolute, flagship of the United American Lines.

one can walk up hill, or even on the level. In swimming, heart strain occurs only when the water is so cool that much wearing heart action is required to keep the body warm.

There are two very distinct types of swimming strokes: the lazy, restful one, and the active, peppery type. The first must be avoided by those women who wish to reduce. It should also be avoided by those who get cold easily, as the more strenuous type wards off the chill much longer. A restful stroke is good for long distance or continuous swimming, and is splendid for women who have much to worry about.

It is a mistaken idea that the crawl stroke must be done very quickly. This applies only to men of very heavy specific gravity. Women usually swim the crawl stroke with ease and much grace.

Women who are elderly, timid, or clumsy can learn the crawl stroke by easy stages. To begin with, learn to scull head first on back; then add the flutter or crawl kick to this, which will give you the "steamboat." This stroke is so called because the water "boils" at the feet somewhat after the result of the action of a boat's propeller.

Learn the crawl stroke on the back next as it is much easier than the front crawl and employs the same muscles. Then learn to steamboat on front by placing one pair of water wings at the waist line and holding—at the narrow

part—another pair in the hands, stretched in front at arms' length; go forward by the leg drive only, thus centering the mind on one detail at a time.

After having acquired these strokes, place one pair of water wings at the waist line and work out the arm details only, while holding the legs stretched straight together, rather dragging behind. While working the arm action sink down lower in the water very gradually so that the entire head is submerged and only the mouth is turned up for air.

The last detail, one that will require time and practice, is to acquire the proper arm action, leg action and breathing rhythm in unison. The difficulty is that arm and leg actions do not co-

ordinate. But after long practice a rhythm is acquired of 4, 6, 8 or 10 flutters to the two arm movements. To acquire the ten count flutter, move the arms very slowly and the legs at a terrific speed. This ten count flutter action to the two arm action can only be performed by those who are very buoyant. It is without doubt the most beautiful thing that man is capable of on land or in the water.

For correct arm motion in the crawl stroke study the illustrations in my previous article. The crawl stroke can also be practised in a land drill. In the land drill, which is illustrated in this article, lean forward to an imaginary water level. Note particularly the position of elbow and hand.

Specific gravity and stiff muscles, more than age, will prevent people from acquiring the crawl stroke. But the only way to get a rusty hinge to move freely is to keep working it constantly. The body of a muscle-bound person is in the same condition as the rusty hinge, and the constantly repeated non-straining movements of the crawl swimmer will drive out the old age germ.

Very fat men or women should not swim any stroke but the crawl. Supple fat persons can swim the crawl beautifully. So why should they swim the trudgeon or any of the other strokes? Tight-skinned, muscle-bound, fat men have a double danger to contend with and—for their health's sake—should swim the crawl, difficult though it is for them.

THIS article presents the ideal exercise for women. Certainly there is nothing better, for most women are natural swimmers.

For the sake of those who cannot go swimming every day, or who do not live near enough to the water to enjoy its benefits more than occasionally, it may be suggested that the dry-land system of swimming drill presented by Mr. Corsan will in itself provide excellent exercise, particularly for the shoulders, chest and bust. The crawl stroke movements illustrated may be performed with a pair of light dumbbells to make the exercise more effective.

To practice these movements in a horizontal position, resting upon a piano stool, will develop the abdominal muscles and strengthen the internal organs.

Why Be Fat

—When Reducing is Such Fun!



"Pat" Wheelan personal instructor to New York's "400."

THE very newest thing among society women is reducing to music. No longer do they torture themselves with drugs, diets, tire-some hikes, "rolling" in their boudoir, steaming baths, nor go to a sanitarium. They merely follow a new method evolved by the well-known physical director and health expert, "Pat" Wheelan, and they pay him large fees for his individual instruction, because he is able to give these pupils among the "400" that most priceless gift, a perfect form, combined with grace, health and youthful suppleness.

If you look at the pictures of society folk in the well-known society magazines you will know that they are never stout. Remember, these women do not diet—in fact, they eat the richest foods and the most rapid flesh-forming material, yet they keep their wonderful perfection of figure.

Would You Like to Know Their Secret of Keeping Thin?

You, too, can quickly and easily obtain the same delicate softness of line and roundness of limb. In fact, you should be able to reduce a pound or more each day by this very same method which these society women have adopted.

For Mr. Wheelan has decided that his new secret of reducing weight shall no longer be known only to New York's exclusive "400." He wants every overweight man and woman in this country who longs to attain an ideal figure, graceful curves, and youthful proportions to try this new, sure, fascinating method. He wants you to be sure to try this method—at his risk.

Reduce to Music—It's Society's New Way

See how this delightful method gives new life to every bodily function. Feel the blood flow through your body carrying off the fat and removing all impurities and poisons which cause skin blemishes, as well as many diseases of the heart, liver, stom-

ach and kidneys. Then notice how your skin clears, how your eyes sparkle, and folds and lines disappear. Notice how your youthful vigor returns.

Reducing to music is one of the few enjoyments in which you can indulge to your heart's content. You enjoy every minute while it is performing its miracle for you.

Free Trial of This Delightful "Musical Method."

Mr. Wheelan has disclosed his wonderful discovery in a series of quickly understood lessons, accompanied by charts to make them as easy to understand as if he stood at your elbow directing you. With these instructions are furnished 5 double-disc records, playable on any phonograph. The lessons, charts, and records are sent to you absolutely on trial.

You simply place one of the records on your phonograph, set up the chart in front of you, do as his voice on the record directs, then give yourself up to the keen enjoyment you will have swaying through graceful movements to "catchy" spirited music.

Send No Money

Just mail the coupon—or write a letter—and we will send you the entire course, including the 5 double-disc records, for five full days FREE Trial. During the five days you may use the course and test it just as though it belonged to you. We want you to thoroughly satisfy yourself without any obligation that everything we claim for the course is absolutely true. If for any reason you are not fully satisfied after using it five days, you may return the course without paying us one cent. But if you want to keep it—as you surely will—simply send us \$3.85 and the full course is yours without further payments of any kind.

Mr. Wheelan is allowing only a limited number of the lessons to be sent on this five days' FREE examination offer and this offer may be withdrawn without notice. Remember you do not risk one cent to make a fair personal test of this safe, harmless, rapid, and fascinating way to regain a perfect form, youthful looks, and superb health. Mail the coupon today!

"PAT" WHEELAN

27 Cambridge Bldg.,
Fifth Avenue New York City



"See how symmetrical and youthful my figure is? I owe it all to the wonderful method of 'Pat' Wheelan. And besides regaining a graceful figure, I get loads of fun—always feel fit and full of life—and, best of all, I eat anything I want to."

"PAT" WHEELAN,
27 Cambridge Bldg., Fifth Ave.,
New York City.

Send to me for my FIVE DAYS' FREE EXAMINATION, in a plain wrapper, the 5 double-disc records, together with necessary instructions which are designed to give me a perfect figure through the most fascinating method ever known. If I am not satisfied after five days' free trial, I may return the full course and will neither owe you one cent nor be obligated in any way. But if I decide to keep the course, I will send you \$3.85 within five days, and the course becomes my property without further payments of any kind.

Name.....

Address.....

City.....State.....

GET THE WHOLE TRUTH

about the Violet Ray

When you consult your physician and he prescribes high frequency (Violet Ray) treatments for an ailment, you accept his judgment. You have confidence that it will cure you because you believe the doctor knows.

But doctors are not the only people who urge you to use High Frequency outfits. And some of the claims made are hard to believe.

Do You Want to Know the Truth



Read what Dr. S. H. Monell, M. D., says about it in his book "The Truth About High Frequency." He tells you in language that anyone can understand just what High Frequency Electric Currents can and cannot do for you. He is an acknowledged authority on electric therapeutics who tells the whole truth about the Violet Ray.

SEND for THIS BOOK

Slip a dime into an envelope and enclose the coupon below for an unbiased, authoritative statement by one who knows what the Violet Ray can actually do.

We can refer you to dealers who will demonstrate reliable Vi-Ray-O outfits.



Western Coil & Electrical Company
Dept. A Racine, Wisconsin

Enclosed find 10c for "The Truth about High Frequency."

Name

Address

City.....State.....

Weaning Our Alcoholics

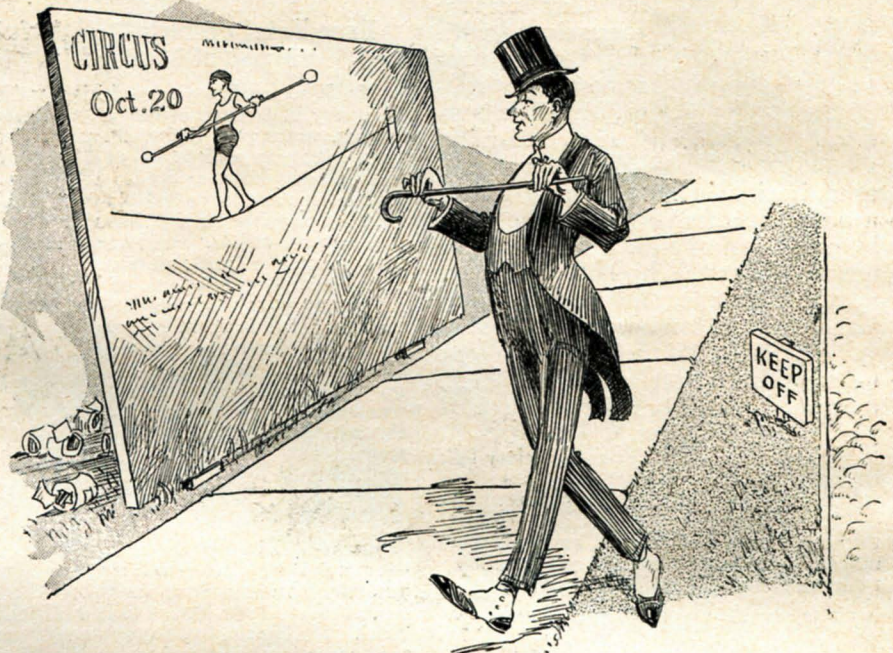
(Continued from page 35)

moonshine, and the rest, the proportions remain overwhelmingly impressive.

Prohibition Commissioner Hayes goes even further than the figures just given. He says that after two years of prohibition drinkers of alcoholic beverages have been reduced from 20,000,000 to 2,500,000; that arrests for drunkenness have decreased 60 per cent., and that 15 per cent. of the former drinkers are consuming about 5 per cent. of the quantity of

error, are beyond argument or quibble. They are conclusive.

Another straw which shows the direction of the wind is a recent statement of Dr. Henry A. Cotton, medical director of the New Jersey State Hospital at Trenton that alcoholic cases in the Trenton State Hospital for the Insane have decreased from 21 per cent. to two per cent. The majority of the alcoholic cases received at the hospital used to be



An interesting point of similarity between an infant, a calf and the adult who needs a second weaning is a common insistence on the idea that every individual has an inalienable right to go his own gait, whether he can walk in a straight line or not—which, of course, none of them can. Incidentally, thinking straight is an inseparable concomitant of walking straight.

liquor that was formerly consumed,—which fact is a pat answer to the claim that those who drink, drink more than ever.

Another interesting sidelight on this question of the amount of drinking done by those who continue to drink is this: The total amount of liquor smuggled, distilled, or withdrawn from bond in the last year is estimated at 80,000,000 quarts. That means a little more than a pint a week for the 2,500,000 faithful. Not so bad when you consider that back in the palmy days of 1917 our 20,000,000 drinkers got away with about nine pints a week a piece. Suppose, just to satisfy everybody, we say that the Prohibition people are too optimistic, and that that 80,000,000 should be multiplied by two. All right. That allows the faithful two pints a week. Now wouldn't you like to multiply the 80,000,000 by three? Pray don't be modest; take all the rope you want. It hangs you just the same—if you are Wet. Such figures, even making absurd and unreasonable allowances for

workmen who spent their wages at the saloon. The saloon has gone, liquor is costly, home brew beer is lots of trouble to make, and—as compared with the brewer's acid, adulterated, poisonous product—relatively harmless even for those who like it well enough to bother with it. Hence the change in criminal and medical records from every corner of the United States. Would the Wets have us believe that these figures mean nothing? If so they will have to take it out in wishing.

Ask the greeting card man; he knows. The big houses that make millions of these cards for all sorts of purposes say that while the people spend \$22,000,000 a year for Christmas cards, the 18th Amendment joke cards are a drug on the market. Can it be possible that people are losing interest? If they have deserted the Prohibition joke in two years, what will happen in another two? It is worth remembering in connection with the waning of the Prohibition joke that people joke

(Continued on page 68)

How A New Kind of Clay Remade My Complexion in 30 Minutes

For reasons which every woman will understand, I have concealed my name and my identity. But I have asked the young woman whose pictures you see here to pose for me, so that you can see exactly how the marvelous new discovery remakes one's complexion in one short half hour.

I COULD hardly believe my eyes. Just thirty minutes before my face had been blemished and unsightly; my skin had been coarse, sallow and lifeless. Now it was actually transformed. I was amazed when I saw how beautiful my complexion had become—how soft its texture, how exquisite its coloring. Why, the blemishes and impurities had been lifted right away, and a charming, smooth, clear skin revealed underneath! What was this new kind of magic?

You see, I never really did have a pretty complexion. My skin is very sensitive. It always used to be so coarse and rough that I hated to use powder. Sometimes pimples and eruptions would appear overnight—and as for blackheads, I never could get rid of them!

To be perfectly frank with you, I tried everything there was to try. I greeted each new thing with hope—but hope was soon abandoned as my skin became only more harsh and colorless. Finally I gave up everything in favor of massage. But suddenly I found that tiny wrinkles were beginning to show around the eyes and chin—and I assure you I gave up massage mighty quick.

Wasn't there anything that would clear my complexion, that would make it soft and smooth and firm? Wasn't there anything I could do without wasting more time and more money? It was very discouraging and I was tempted more than once to give it up—especially when I saw that after all my efforts my skin was more dull and coarse than ever before.

In fact, on one very disappointing occasion I firmly resolved never to use anything but soap and water on my face again. But then something very wonderful happened—and, being a woman, I promptly changed my mind!

Why I Changed My Mind

Did you know that the outer layer of the skin, called the epidermis, is constantly dying and being replaced by new cells? I didn't—until I read a very remarkable announcement. That announcement made me change my mind. It explained, simply and clearly, how blackheads, pimples and nearly all facial eruptions are caused when the dead skin-scales and bits of dust clog the pores. Impurities form in the stifled pores—and the results are soon noticeable.

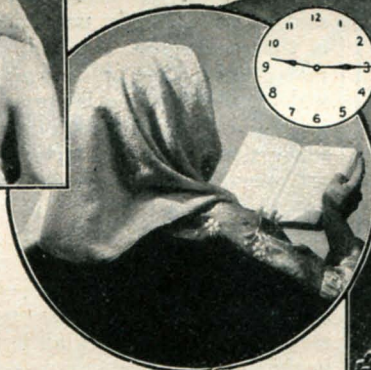
The announcement went on to explain how scientists had discovered a marvelous clay, which, in only one application, drew dust, dirt and other impurities and harmful accumulations to the surface. This Domino Complexion Clay, in only a half-hour, actually lifted away the blemishes and the impurities. And when it was removed the skin beneath was found to be soft, smooth, clear and charming! Can you blame me for wanting to try this wonderful discovery on my own blemished complexion?

My Extraordinary Experience With Domino Complexion Clay

I won't bore you with details. Suffice to say that I applied the Domino Complexion Clay I had read about to my face one evening at nine o'clock and settled myself comfortably for a half-hour of reading. Soon I was conscious of a cool, drawing sensation. In a few moments the clay on my face had dried into a fragrant mask. And as it dried and hardened there was a wonderful tingling feeling. I could actually feel the millions of tiny pores breathing, freeing themselves of the impurities that had

stifled them, giving up the bits of dust and the accumulations that had bored deeply beneath the surface. It was a feeling almost of physical relief; every inch of my face seemed stirred suddenly into new life and fervor.

At nine-thirty I removed the Domino Complexion Clay and, to my utter astonishment, found that I had a brand new complexion! Hidden beauty had actually been revealed! Every blackhead had vanished; the whole texture of the skin had been transformed into smooth, clear,



Three simple steps—and the complexion is made clear, smooth and radiantly beautiful!

delicately-colored beauty.

I shall never forget my extraordinary experience with Domino Complexion Clay. It accomplished in a half hour what other preparations had not accomplished in years. With gentle firmness it drew out every impurity from the stifled pores and revealed beneath a skin of exquisite texture and delicate coloring. I would never have believed it possible, and it is because it did it for me, because I actually had this wonderful experience, that I consented to write this story for publication.

Domino House Made This Offer To Me

The formula from which the amazing Domino Complexion Clay is made was discovered by the chemists of the Domino House. I have been asked to state here, at the end of my story, that Domino House will send without any money in advance a \$3.50 jar of Domino Complexion Clay to anyone requesting it. If I would write my story for publication the Domino House agreed to accept only \$1.95 for a \$3.50 jar from my readers.

You, as my reader, should not miss this opportunity. I am sure that the marvelous Domino Complexion Clay will do for you what it has done for me. It is guaranteed to do so, and a special deposit of \$10,000 in the State Bank of Philadelphia backs this guarantee. Your money will be promptly refunded if you are not delighted with results and return what is left of Domino Complexion Clay within 10 days.

Do not send any money with the coupon. Just pay the postman \$1.95 (plus few cents postage) when the jar of Domino Complexion Clay is in your

hands. Domino Complexion Clay will be sent to you freshly compounded, direct from the Domino House.

Don't delay—I'm glad I didn't! Mail this coupon, or a postcard if you prefer, today. Domino House, Dept. 227, 269 South 9th Street, Phila., Pa.

**Domino House, Dept. 227,
269 South 9th St., Philadelphia, Pa.**

You may send me a \$3.50 jar of Domino Complexion Clay, sufficient for 2 months of beauty treatments. According to the special agreement, I will pay postman only \$1.95 (plus postage). Although I am benefiting by this special reduced price, I am purchasing this first jar with the guaranteed privilege of returning it within 10 days and you agree to refund my money if I am not delighted with the results in every way. I am to be the sole judge.

Name.....

Address.....

City..... State.....

If you wish, you may send money with coupon

(Continued from page 66)

A Wonderful New Science Shows the Way to Supreme Life



LEARN TO REALLY LIVE!

Develop your energy, strength, health and pep to the fullest extent! Become vitally alive and mentally alert in a new, easy way!

Live a 100% life. No matter what condition you are now in, this wonderful scientific secret will enable you to become the man you have a right to be. The strong become even stronger! Poor sickly weaklings develop amazing strength, endurance and energy, and eliminate their weaknesses in a very short time! It makes you mentally alert and brings out all that lies dormant within you—hidden abilities of which you never dreamed and yet which mean so much to you.

Putting on 10 pounds of solid muscle in a month is easy; increasing the chest measurement at least two inches and the thighs and arms one inch or more in the same time is not unusual and can be done by everyone. You'll get back all that old vigor and pep, gain complete control of your nerves and be vitally alive and energetic every minute of the day.

Discover Your True Self!

Don't envy the man with lithe, powerful muscles, inestimable nerve force and tireless energy. You can become everything that he is—and more. You will be looked up to—admired—respected. You and your friends will be surprised at the wonderful change in yourself a short time after applying this.

New Amazingly Easy Method

You will be troubled no more by life's little irritations. Increased strength of will, energy and ambition will enable you to overcome them. Besides we absolutely guarantee that through these amazing scientific principles you'll

OVERCOME: Constipation, nervousness, indigestion, stomach disorders, flat chest, headaches, fatty tissue, insomnia, thinness, loss of vitality, tired feeling, round shoulders, weak back, vital depletion, fear, bad habits, colds, short windedness and many other ills.

DEVELOP: Great strength, perfect health, inexhaustible pep, beautifully proportioned body, manly power, mental keenness, vitality, endurance, etc., etc. BE A REAL MAN!

Free 5-Day Trial

We have discovered the secret of building beautifully proportioned bodies with the highest degree of mental and physical efficiency without resorting to drudgery, hard and fast dieting, heavy exercising, etc. There is no "physical torture" connected with this course. Our secret will be a source of pleasure to you. But find out for yourself just what it will do in your case. Fill out the coupon below and send it together with \$2.00 in complete payment for the course. If you are not absolutely satisfied that this wonderful new science will pay you a thousand times over in increased mental and physical powers, return it within 5 days and your money will be immediately refunded.

Don't delay! Accept this opportunity today—RIGHT NOW!

National Health Institute
Dept. E, 807 Calvert Bldg., Baltimore, Md.

Mail This Coupon at Once

NATIONAL HEALTH INSTITUTE P.C.7-22
Dept. E, 807 Calvert Bldg., Baltimore, Md.

I want to start at once on the real road to perfect health, great strength, inexhaustible pep, increased mental force. I want to make my fellow men admire and respect me. Enclosed find \$2.00 as complete payment for your new science. If I am not entirely satisfied after a 5 day trial, I will return the instructions for an immediate refund of my money.

Name.....

Address.....

City..... State.....

only about things which they consider vital and important. The stock jokes are about mother-in-law, women's dress, sex, religion, and the like. Drink used to be a member of that select list. Is it possible that it is now being dropped from this short and significant social register? Is indifference going to kill it?

So far as I know it has never yet occurred to anybody to comment on the similarity between a bootlegger and the little yeast spore on whose hectic activities bootleggers universally depend. The yeast dies from the alcohol it makes. The business of the bootlegger is similarly self-destructive. The bootlegger, the moonshiner, and other translated criminals are finding that it is immensely more profitable to rob men of their wits by selling them poison than it is to rob them of their jewels. Nothing could be more obvious than that such a business is destined to die by the very means on which it thrives. They sell the poison that will kill their business. In other words, they are killing off their clients; and when their clients are all dead by grace of wood alcohol, fusel oil, and "sound liquor" productive of cirrhosis of the liver, fatty degeneration of the heart, and so on, *where is their next crop of clients to come from?* The younger generation? No—they will never get them. Prohibition, whatever its other shortcomings, protects them.

The fate of the bootlegger, as I have said, is interestingly paralleled by that of the yeast spore. Alcohol, if it be the real ethyl article, is a waste product which comes from the life processes of the yeast plant. The yeast plant takes the sugar given it to feed upon and digests it by breaking it up into alcohol and carbon dioxide gas, the fizzy stuff that causes champagne to bubble, beer to foam, and ginger ale to stick pins in your mouth. The yeast plant goes on eating and multiplying. Its progeny make more alcohol. And thus they all live together in the midst of their own waste products till the amount of alcohol is around 14 per cent.—*whereupon all the little yeast plants die of alcoholic poisoning.* This is what we mean by saying that "fermentation has ceased."

When the yeast plants are all dead, we take the stuff that killed them, and either drink it as it is, or else condense it by distillation till it rises to 50 per cent. or even 80 per cent.

We do this for the strange reason that this poison which killed the yeast plants paralyzes our higher brain cells, where the reason and all sense of decency and personal responsibility reside. Having thus thrown off our estate of manhood as if it were a garment too warm for our comfort, we are free from the inhibitions that ordinarily tend to stick pins of conscience into us when we feel a desire to behave like animals. Such a release! Such freedom! Such a magnificent and

magic return to "nature—red of tooth and claw."

Just how this waste product of the yeast plant turns this trick, is not clearly known; but apparently it does it by temporarily severing the close connection which exists between the brain cells, making it difficult for them to communicate with each other, compare notes, and so render sound judgments and decisions. In other words, alcohol does what a burglar does before he robs your house, it cuts all the telephone wires. Of course the more often this happens the more difficult it is to restore normal connection between the cells of the associative centers of the brain, or to get back a normal facility in what psychologists call the "association of ideas," whereby one idea calls up another with ease. The reason the drug attacks these cells first is that they are the most delicate of all the body cells. If the man keeps right on drinking, alcohol affects the nerves next—as you may see by his walk; and if the drinking goes on and on and on, it gets finally to the muscles and the vital organs, breaking them down by the presence of irritant poisons, waste products that don't get eliminated from the now thoroughly disordered system. And when *that* happens, you have that species of physical distemper known as "chronic alcoholism." Chronic alcoholism is not a state of drunkenness, *it is the physical breakdown that comes from drunkenness.* The vital organs of a chronic alcoholic are many of them simply a mass of scar tissue, the sort of tough, lifeless stuff that forms over an old cut; and when he acquires enough of it, he dies. A hobbled liver is simply a liver that has shrunk to a mass of connective tissue, like a shriveled apple. The alcohol has destroyed the liver cells as truly as if it were a corrosive acid or a hot iron; and scar tissue has taken their place.

Scientific tests show that when a man drinks so much alcohol that it gets into his blood to the extent of 0.5 per cent, that is one-half of one per cent., he approaches the danger point; and that if the quantity be raised to 0.6 per cent., his immediate death from alcoholic poisoning is quite possible. Of course this varies widely with different individuals. Some have acquired a vastly greater tolerance than that. A concentration of 0.1 per cent. in the blood constitutes, with most persons, a clear case of drunkenness. To obtain a concentration of 0.5 per cent. alcohol in his blood, a man of average weight would have to drink something well over a pint of whiskey at one time.

Alcohol is a narcotic, not a stimulant. It's apparently stimulating effects come from the temporary sense of comfort it gives by dulling the senses and by slowing down the judgment, and by doping and stunning that faculty whose particular purpose seems to be to keep human

(Continued on page 70)

A Knockout!



The famous Marshall Stillman BOXING Course \$3⁸⁵ with Jiu Jitsu & Wrestling—85 lessons —over 200 illustrations

Sooner or later you'll have to whip your man. It may come tomorrow. A thug insults you, your sweetheart or wife. What do you do? Swallow the insult? No. You fight. But unless you know more about boxing and self-defense than your opponent, *you're* the man who's going to get the beating!

Or suppose you are attacked in a deserted street. It all happens in an instant. No time to call for help. Your assailant is at you quick as a flash. You never prepared for anything like this—you're bewildered, confused, helpless—and down you go beneath the blow of a black-jack, brass knuckles or a powerful fist.

You're not playing fair with those who love and depend upon you, if you fail to prepare yourself!

And think of the sport you're missing. There's barrels of fun in friendly boxing bouts and wrestling matches. You may even box rings around that chap "who thinks he knows it all" or pin his shoulders to the mat in a wrestling match.

Scientific Boxing

Marshall Stillman teaches you the game right in your own home—from the simplest rudiments of hitting and guarding right down to the most scientific blows and guards, such as the Benny Leonard Triple, the Jack Dempsey Triple, the Fitzsimmons Shift, the Miske Twist, etc.

Jiu-Jitsu and Wrestling

In wrestling he teaches you 15 Jiu-Jitsu and Bone-Breaking holds—how to disarm

an opponent, how to break a strangle hold, etc.—and 14 of the best mat holds—the Gotch Toe Hold, the Stecher Scissor Hold, the Head Lock, etc.

It's just as though you had several teachers, each one an expert in his part of the game.

Outbox opponents in 2 weeks

It would take you months to learn all this by old methods of teaching. But in the Marshall Stillman system each lesson is reduced to the simplest movements, each movement is described in detail, and posed for by two experts. Many pupils have outboxed bigger and more experienced opponents after only two weeks' study.

You start your boxing lessons before a mirror, practising movements you are already familiar with, such as reaching out your hand for a coin, the breast stroke in swimming, etc. From these familiar movements, Marshall Stillman subconsciously leads you into striking heavy blows with the weight of the body behind them, feinting, ducking, side-stepping, etc., just as though you had a real opponent before you.

When you've mastered the fundamentals, you're taught every good blow and guard used in the ring, with three rounds of shadow boxing cleverly combining these blows—great exercise to develop wind, speed, and confidence.

Health-building Exercises

A complete set of muscle-building and breathing exercises with advice on what to

eat, how to train, etc., is included to build you up physically—though the boxing exercises themselves will improve your health and physique wonderfully.

Altogether there are 85 lessons in this course, 381 pages, and 246 illustrations. When Marshall Stillman first produced the course, it sold for \$10. As sales increased we were able to cut the price to \$5. And now we offer you the complete course for only \$3.85—less than 5 cents a lesson.

FREE HISTORY OF BOXERS

Everyone who accepts this offer will receive a History of the World's Famous Boxers with their pictures—John L. Sullivan, Jack Dempsey, Benny Leonard, Carpentier, etc., and inside stories not generally known outside professional circles.

10-day trial: We'll send you the complete course and the Free History of Boxers for 10-days' examination. When you receive them hand the postman \$1 merely as deposit. Use the course for 10 days. At the end of that time, send us \$2.85 more or return the books and we'll send your dollar back immediately. Mail the coupon now to Marshall Stillman Association, Dept. 1022 G, 42nd Street and Madison Ave., New York.

**MARSHALL STILLMAN ASSOCIATION,
Dept. 1022 G,
42nd Street and Madison Ave., New York**

You may send me on approval the Marshall Stillman Course, price of which is \$3.85. Upon its receipt, I agree to pay the postman \$1 as a deposit. It is understood that I am to pay the balance (\$2.85) or return the course within 10 days after I receive it. If I return it, you are to refund my dollar immediately.

Name.....

Address.....

NOTE—Canadian and foreign orders must be accompanied by cash (\$3.85 U. S. funds) subject to money back if not entirely satisfactory.

Send No Money—Mail Coupon

New Way to Find and Correct Your Mistakes in English

YOU can now learn to speak and write masterly English without memorizing rules, without tire-some exercises, without drudgery.

Only 15 Minutes a Day

Few people realize how many mistakes they make in the vital points of English. Sherwin Cody, in thousands of tests, found that the average individual is only 61% efficient. The reason for this, he felt, was due to the old methods of teaching English by hard rules and by dry exercises. Mr. Cody then determined to apply scientific principles of teaching the correct use of our language. His great problem was to find your mistakes, correct them, make the **RIGHT WAY** stick in your mind, and do all this in fifteen minutes a day.



Sherwin Cody's New Self-Correcting Method

Mr. Cody finally evolved a new invention, on which he was allowed a patent. This invention was tried out in the schools of two Western cities; it was tried out by big corporations; it was tested with thousands of individuals. The results universally showed greater improvement in English in **SIX WEEKS** than was often formerly secured in **TWO YEARS** with old methods.

With Mr. Cody's unique device, you do the lesson given on any particular page, then you see just how Mr. Cody would correct that paper. You mark your errors and check them in the first blank column. Next week you try that page again, and on the second unmarked sheet, correct your errors and check them in the second column. You see at a glance what you have failed to remember. A remarkable advantage of Mr. Cody's course is the speed with which these habit-forming practice drills can be carried out. You can write the answers to 50 questions in 15 minutes and correct your work in 5 minutes. Another important advantage is, you waste no time in going over the things you already know. Your efforts are automatically concentrated on the mistakes you are in the habit of making, and through constantly being shown the **right way**, you soon acquire the **correct habit** in place of the **incorrect habit**.

FREE Write for this Amazing Book

A booklet explaining Mr. Cody's remarkable Course in English is ready. If you are ever embarrassed by mistakes in grammar, spelling or punctuation, if you cannot instantly command the exact words with which to express your ideas, this book will prove a revelation to you.

A polished and effective command of the English language not only gives you the stamp of education but wins friends and impresses favorably those with whom you come in contact. Many men and women spend years in high school and years in college largely to get this key to social and business success. And now a really efficient system of acquiring an unusual command of English is offered to you. Spare-time study—15 minutes a day—in your own home will give you power of language that will be worth more than you can realize.

Write for this new free book, "How to Speak and Write Masterly English." Merely mail the coupon or a letter, or even a postal card.

SHERWIN CODY SCHOOL OF ENGLISH
87 Searle Building, Rochester, N. Y.

SHERWIN CODY SCHOOL OF ENGLISH
87 Searle Building, Rochester, N. Y.

Please send me your Free Book, "How to Speak and Write Masterly English."

Name.....

Address.....

City.....State.....

beings uncomfortable to the end that they may watch, pray, and work—the Reason.

Alcohol acts by reason of its affinity for oxygen and also because of its ability to combine with water in any quantity, owing to the oxygen content of the water. Suppose a quantity of alcohol is introduced into your blood stream, and in contact with the millions of red corpuscles that are carrying oxygen to the body tissues to make possible that process of slow combustion which we call physical life. Immediately the alcohol begins holding up the corpuscles and robbing them of their oxygen content, exactly like a bandit; and what it chooses to leave, the body tissues get. And its depredations don't stop there. It goes to the cells themselves and robs them of their oxygen and of their water content as well, so that they present a shrunk, impoverished appearance instead of the full bodied smoothness they would have in health. It is not necessary to go into the detail of what follows. Suffice it to say that such disturbances in the normal life of the cells of the body finally produce permanent structural changes which manifest themselves as various kinds of degenerative disease. Also that such changes are more likely to result from steady, moderate drinking which keeps the cells under the influence of alcohol at all times than they are from occasional sprees alternated with periods of complete abstinence.

Have two years of Prohibition "sold" the Prohibition idea to this nation? Probably the truth is that those who were already in favor of it were sold on the idea then and are more completely sold now; but that those who were not sold on it in the first place are still hostile to it, and in a condition either of active or passive opposition. Many business men who were at first against it have changed their minds because they find that contrary to their expectations, Prohibition helps Business. But those who objected at the first on the personal liberty plea are, so far as my personal observation goes, most of them as rebellious and resentful as they ever were.

What this means is that Prohibition can never be regarded as fully established in the United States till the present younger generation of boys and girls now in school shall have grown up and taken over the destinies of America. Till that day comes, the supporters of Prohibition are going to have to fight; the government is going to have to spend lots of money enforcing the law; and there will be trouble aplenty. You can't teach an old dog new tricks; you can't teach a man—at least an ordinary man—who has been brought up with a taste for alcohol, to drop his personal preferences on demand. To do such things requires exceptional breadth of view and exceptional power of judgment. The rank

and file of human beings are not remarkable either for intellectual capacity or for power of imagination. When the average man becomes set on some personal desire he is capable of a deep-seated baseness of motive which yields to nothing. I am not saying these things in any cynical spirit; I have a great deal of faith in human nature and in the nobility of the average man—but I think there is no disputing the fact that his judgment is extraordinarily hard to reach when his desires and habits and prejudices are involved. You can't change his politics, or his religion, or his liking for drink if he be a drinker, by any amount of talk.

What this evidently means is that *the remedy lies with the younger generation*. Our growing boys and girls are being shielded from liquor. Even the most violent anti-prohibitionists and personal liberty howlers are *not urging the acquaintance of John Barleycorn upon their sons and daughters*. All along the line, the thing is working out in such a way that nearly all our boys and girls are growing to maturity with no taste for strong drink and no prejudices in its favor to cloud their judgment of it. More than that, they are being taught the truth about alcohol by the schools, whether they are getting such teaching at home or not. Consequently, when they finally take the reins those of our alcoholics who still object to being weaned will get considerably less sympathy than they do now.

In the meantime, therefore, it is simply a question of holding the fort till these reinforcements arrive, as they will in another decade. It is not a question of arguing any longer with a few million hard-boiled, brittle-arteried, still-pickled alcoholics; it is a question of driving home the truth to every school child in the country.

One of the most promising efforts in that direction that I have seen anywhere is a five reel motion picture film that is put out for educational purposes by the Carter Cinema Company, at 220 West Forth-second St., New York City. The title of the film is *Alcohol: What It Is, How It Is Produced; and Its Effect on the Human System*.

Yes, Reader, you are right, this is some "free publicity" for the Carter Cinema Company. That's why I put in the address. The film can be rented for a ridiculously low price and shown to every youngster in your local school, if you will just bestir yourself.

There, in five pictures, some of them taken through a microscope, and all of them worked out with such scientific thoroughness that they have passed the inspection of some of the greatest scientific bodies in this country, you have presented right before your eyes the life history of John Barleycorn and his ways.

(Continued on page 72)

Free Proof

You Can Learn to Dance

In One Evening at Home!

Why be a wallflower? Why miss most of the real fun when you can so easily learn to dance in a single evening right in the privacy of your own home?

WEEK end parties—little social affairs—regular dances—the phonograph or orchestra going with toe-tickling music—couples whirling around, dancing the very latest steps—everybody happy, carefree, and having a fine time!

It's a shame for you not to know how to dance, when it is so easy to learn. Arthur Murray, America's greatest dancing teacher, has perfected a wonderful new method that enables you to learn any of the very latest dances in a few minutes—and to learn all of them in a few hours.

Even if you don't know one step from another, you can very quickly learn to dance in a single evening through this method. You don't need to leave your home to learn—you can master any dance in your own room after a few practice steps. And you can now prove it—at Arthur Murray's expense. He will teach you to dance in one evening or your lessons won't cost you a cent. Then, at the very next affair when dancing begins, you can step right out with absolute confidence that every movement you make is perfectly correct, whether you are dancing the Fox Trot, One Step, College Rock, Conversation Walk, Waltz, or any of the newer steps.

Here's What a Few Say:

I am well satisfied that your way of teaching is best. I have taken lessons from dancing teachers in Huntington, W. Va., Chattanooga, Tenn., and Birmingham, Ala. Your instructions are better than the personal teachers, and thru your methods I am becoming a good dancer. I will do all in my power to get new pupils for you.

J. T. BERRY,
Anniston, Ala.

I want to tell you how wonderful your course is. I was taught by other dancing teachers, but I prefer your lessons because I accomplished more and learned more quickly thru your lessons than by other teachers. I am now enjoying myself very much, and advise all those who want to know the correct way of dancing to take your lessons. I am enjoying many pleasant hours.

E. P. MORRIS,
1495 Elgin Ave.,
Winnipeg, Manitoba, Can.

I am delighted with the lessons. People are amazed at the ease with which one grasps the idea from your directions. I feel grateful to you.

GRACE THREFAU,
Guler, Wash.

I have made use of all the instructions sent me and am well pleased with the course.

BEULAH ROGERS,
4457 Monroe Street, Chicago, Ill.

Your course has given me a good knowledge of dancing. I am getting along fine.

WILLIAM KOLICH,
Elizabeth, N. J.

I know your lessons pretty well. I attended a dance Thursday and got a compliment on my dancing. You know I never danced before and when I got into the ballroom I was the equal of them all. They sure were surprised.

ARMOND MAROHL,
Mayville, Wis.

I must say that your dancing course is just simply great! Last night was the first time I danced. I even danced with the best dancers around here, and they all marvelled at how well I danced.

HILDA WERTH,
Hampton, Neb.

Learn Without Partner or Music.

With Arthur Murray's remarkable correspondence method, you don't need anyone to explain the simple instructions—neither do you actually require music. After you have learned the steps alone in your own room, you can dance perfectly with anyone. It will also be quite easy for you to dance in correct time on any floor to any orchestra or phonograph music.

Arthur Murray is recognized as America's foremost authority on social dancing. Such people as the Vanderbilts, Ex-Governor Locke Craig and Governor Cameron Morrison of North Carolina, as well as scores of other socially prominent people chose Mr. Murray as their dancing instructor. In fact, dancing teachers the world over take lessons from him. And more than 60,000 people have successfully learned to become wonderful dancers through his learn-at-home system.

Special Free Proof Offer

Private instruction in Mr. Murray's studio would cost you \$10 for each lesson. But through his new method of teaching dancing in your own home, you get the same high class instruction at a ridiculously low price. And if you aren't delighted, it doesn't cost you a penny.

Here is Mr. Murray's special offer—made for a limited time and the right is reserved to withdraw it at any time without notice. He will send you the following seven-lessons for five days' free trial:

- 1, Popular steps in Fox Trot and One Step; 2, The Basic Principles of Waltzing; 3, The Secret of Leading; 4, How to Follow Successfully; 5, How to Gain Confidence in Dancing; 6, The Correct Dancing Position; 7, How to Perfect Your Sense of Rhythm and other Dancing Helps.



Aren't they foolish to envy wonderful dancing ability when they could so easily and quickly learn to dance in their own home?

Send No Money—Not One Cent

All you need to do to get these seven lessons is to simply fill in and mail the coupon and the complete seven lessons will be promptly sent. When the postman hands them to you, just deposit \$1.00 with him, plus a few cents postage, in full payment. Then examine the system carefully for five days, follow the easy instructions and prove to yourself that you have found the quickest, easiest, most delightful method to learn to dance. If, after 5 days you desire to do so, return the course and your dollar will be promptly refunded to you. But if you decide to keep the course—as you surely will—it is yours without any further payment.

You positively cannot fail to become a perfect dancer if you follow the few easy instructions. In fact your satisfaction is guaranteed. Remember, you send no money in advance, just sign and mail the coupon, and the complete seven-lesson course will come to you by return mail. But mail the coupon now—you may never see this offer again.

ARTHUR MURRAY,
Studio 400, 100 Fifth Ave., New York

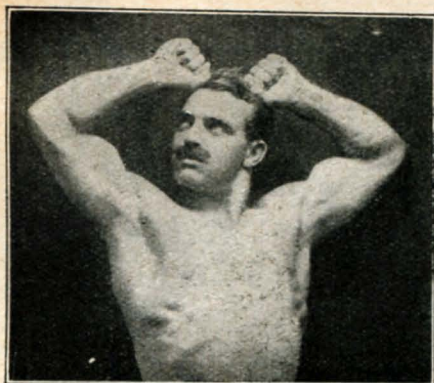
Arthur Murray, Studio 400,
100 Fifth Ave., New York

To prove that you can teach me to dance in one evening at home you may send the seven-lesson new course and I when the postman hands it to me I will deposit \$1.00 with him (plus a few cents postage) in full payment. If after five days I decide to return the course I may do so and you will refund my money promptly and without question.

Name.....

Address..... State.....

If you wish, you may send money with coupon.
Price outside U. S. \$1.10, cash with order.



Pep! Pep!

Do you own that lively feeling?
Are you always energetic?
When a day's hard work is ended
Are you tired or are you lively?
You just ask yourself these questions.

Strength! Strength!

Have you all that you could wish for?
Why fear lifting heavy objects?
Beat your friends who think they're strong men!

Train! Train!

Make your training one of pleasure,
Do the work that brings you muscle,
Then, too, get the right instructor,
One who'll bring you satisfaction;
Otherwise it might be harmful.

Free! Free!

Right below you'll find the coupon;
Fill it out and get my booklet—
Write your name and address plainly;
It is free to all who want it,
Simply send ten cents for postage.

Now! Now!

Do it now or you'll forget it;
It is filled with full page photos;
Ask for "Physical Perfection,"
And a copy will be mailed you promptly,
Get it now while you remember.

ARTHUR L. HYSON

Langdon Bldg. Dept. 43 New York, N. Y.

COUPON

ARTHUR L. HYSON, Dept. 43
Langdon Bldg., New York, N. Y.

Dear Sir: Without obligation on my part please send me a copy of your book, "PHYSICAL PERFECTION," for which I enclose 10 cents.

Name.....
(Please print or write your name plainly.)

Street.....

City..... State.....

(Continued from page 70)

You can see with your own eyes the batter, eighty per cent, of whose balls were liners, take two glasses of beer, for a test, and drop in his score sixty per cent. with only twenty per cent. of his balls liners.

You can see test after test, each of them perfectly genuine, and each of them showing by delicate precision instruments what happens when Alcohol gets on the job. Here is a marksman who can score twenty-seven out of thirty shots; he takes two pints of beer and his twenty-seven drops to three.

Here are twenty-four men who are abstainers and fifty-nine who are drinkers. They have a walking match to test their endurance. Of the ten winners six are abstainers, two had been abstainers during the training period, and two were, users of alcohol.

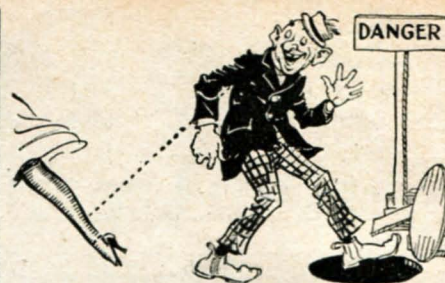
Here is the composing room of a print shop. How much type can a wine drinker set as compared with his performance when entirely sober? On the first and third days of the test no alcohol is taken, on the second and fourth days the men are given wine containing one and a third ounces of alcohol. The loss of work and of pay, brought about by that bit of wine is nearly nine-per cent.

This guinea pig has been sober all his life. He produces splendid off-spring. But he takes to drink; they feed him booze to his heart's content—and then he is allowed to breed while drunk, the way a good many human brutes do. The result, sickly, scrawny, crippled, deformed children. There it is in the picture. Query, what is the inheritance of human children whose fathers wouldn't be weaned?

And then there's the lively little yeast plant. You've heard of yeast, of course, but have you ever taken a good look at it through a microscope, and have you ever watched it grow? Here you are then. Have a look through the microscope, and then watch the whole process by which the delectable fluid, Aqua Vitæ, the Water of Life, is produced.

Then comes the life of the millions of cells which compose the human body—a visualization on the screen of how they function and what they do—of muscle cells contracting, nerve cells reacting, and brain cells thinking. You can see a cell at dinner, grabbing everything in sight till he gets so big that it isn't economical any more to remain one—so he divides and becomes two. Then there are the bone cells, solid-looking citizens without much expression on their faces, and so on to the always mobilized blood cells, the corpuscles.

Speaking of the cells, there are nine billion of them in the brain. Think of it. Here nature fixes things so a man can, presumably have nine billion ideas more or less, and most of us are lucky if we have a half dozen. As for the Alcoholic, of course, he's even worse off than that. He has only one. Well, that shows you



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what alcohol does to the human brain.

One thing you can learn from this film is that your nerve cells pass long sensations at the not very sensational rate of 130 feet a second—that is to say one and a quarter miles a minute. That means that if you were a giant with arms a mile and a quarter long, and should touch a hot stove or put your hand into the crater of Vesuvius—well, you can see for yourself that these nerve cells are a slow lot; and of course the point of the film is that Alcohol makes them a lot slower, as various electrical precision instruments show right before your eyes.

Again, here's a contraption with an opening in the front of it at which may appear either a black or a white cross. When the black cross appears, the subject must raise his right hand; when the white, his left hand. All right. You watch him on the screen. He does very well; just about as well as you could have done. Then they give him some booze and try him again. You can guess the result. His mind is as tangled up as his legs would be if he drank some more. The point is that railroad men, and men who operate big hoists and derricks, work on signal. And that when John Barleycorn tangles them up on the signals, other men often have to pay with their lives. In short, that alcohol is expensive.

Every school child in this country ought to see that film. It would make concrete a hundred allegations about alcohol that they have heard and never visualized. For them, it would settle the question beyond cavil or quibble. And not until the question is settled in their minds beyond cavil or quibble can the battle for Prohibition be said to be definitely won. Not until Alcohol has been put definitely in a class with Opium, Morphine, Cocaine, Hasheesh, Heroin, and the rest of that handsome group will it be possible to place the Alcohol Addict where he belongs, and to class him as the victim of a drug which judged by its record is far more deadly than all other drugs combined. We don't debate about personal liberty when dealing with an Opium addict. We use every instrumentality of the law to wean him from his appetite. Even our Alcoholics admit the necessity and reasonableness of this course. But try it on them? "What's that? Try it on me? Is this the land of the free or isn't it?" Well, well—don't let his fulminations disturb you too much. Just remember what you said when you got weaned, and give the poor fellow his bottle as usual, but first fill it with Adam's Ale.

We had too many good things for this number of PHYSICAL CULTURE—so many that we could not find room for all. Some of our very best features intended for this month are held over, including the department, "What Would You Do In This Case." Read it next month.

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Coming—World's Greatest Physical Culture Show

IS there a physically perfect man and woman in America?

So much stress has been laid on our imperfections and shortcomings as a result of the examinations of

candidates for General Pershing's personally conducted tour of Europe in 1918, that it seems about time to say a few kind words about our virtues—if we have any.

PHYSICAL CULTURE Magazine believes we have; believes we have perfect men and women in America; not single lone specimens of each, but a great many of each sex. Believing, also, that the knowledge of the means by which they attained their enviable distinction would inspire millions to strengthen their bodies, which would necessarily involve the stimulation of their minds, the improvement of their health, the lengthening of their lives, and contribute immeasurably to their happiness, this maga-

The Prospective National Physical Culture Exhibition, To Be Held in October in Madison Square Garden, New York City, Should Be the Most Important Exposition Ever Held, if "The Proper Study of Mankind Is Man."

A Preliminary Announcement

zine has arranged for a great National Physical Culture Exhibition to be held at Madison Square Garden, New York City, during the week beginning Monday, October 23. It is the purpose of the publishers, not merely to produce a magazine, but primarily to make physical culture a dominating factor in modern life because it is the one thing that will give us strength, not merely as individuals, but as a Nation. Physical culture is the basis upon which everything else must be built.

While Madison Square Garden is the largest indoor arena in America it would not be large enough to hold all those who might be willing to confess publicly to physical perfection, to say nothing of the thousands who would like to admire and envy them. To keep the throng within bounds, therefore, contests will be held in various cities and States to determine what man and what woman shall have the honor of representing their respective States in the National finals at Madison Square Garden.

These magnificent specimens of manhood and womanhood alone would constitute an exhibition of surpassing interest and educational value; but there will be many other features, all pointing the moral that physical culture means life, liberty from care and the successful pursuit of happiness. Health-giving methods and devices combined with entertainment features will be presented in great variety. Among the many features of interest will be babies, beginning with some who came into the world so much ahead of time that they must be kept in incubators, where the process of growth may be witnessed.

More mature babies will be seen in a competition of special interest to parents, for lecturers in attendance will tell what was done before and after birth to produce the beautiful specimens presented for admiration. Any one who entertains any doubts that the whole world worships babies is reminded of the furore created by the pictures published and shown on the screen of the Syracuse boy last spring.

Healthy babies quickly grow into happy children. Some of the healthiest, brightest, most beautiful children America can produce, and no other nation can equal us in this specialty, will be exhibited in games and dances which help to make them healthy and robust.

Still more fascinating is youth—the children who have grown until like the heroine of Longfellow's poem, they are

"Standing with reluctant feet

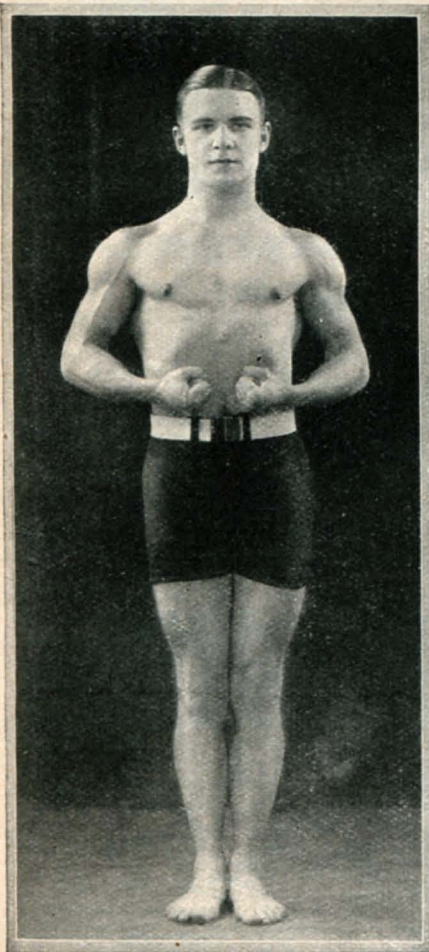
Where the brook

and river meet."

Physically and mentally perfect specimens of this age will be seen in feats of strength and grace, running, jumping, dancing and the like. Next in order, as already indicated, will be perfect men and women. These will appear in competition to determine, pursuant to a carefully planned schedule of points, who is entitled to be known as the best developed man and the best developed woman in America.

All the world loves a strong man; so the National Physical Culture Exhibition will include a competition to determine

(Continued on page 76)



It is proposed to hold nation-wide contests for the physically most perfect men and women, in conjunction with the National Physical Culture Exhibition in October. Will you win? Will this man, William Lachenmaier, help to make Milwaukee more famous by winning this human race?



The proposed contests will not be judged from photographs, but will be determined through attendance in person of the winners of preliminary contests to be held throughout the country. This promising candidate for feminine prize honors is Miss Myrth Miller, Tillicum, Wash.

The "Daily Dozen" to Music Is Great Fun!

Free Trial Record shows how the "Daily Dozen" helps give you Health, "Pep" and Vitality—Ten minutes' fun a day.

SUMMER or winter there are periods when you grow a little lazy, a little "off" physically and mentally. You find yourself tiring more quickly under normal exertion. You even begin to wonder whether you need a tonic—a change of scene—or a change of diet.

What you need is a "pep" builder—a tonic of a brand new order. The famous "Daily Dozen" will help you.

This new idea of Walter Camp's is a wonder!

Ten minutes of fun—that's the newest way in the world.

Ten minutes a day of this fun will keep you fit. Walter Camp has made it possible. The famous "Daily Dozen" Exercises of this great Yale coach—exercises that reach and strengthen every muscle in your body—have been set to music on phonograph records, with Mr. Camp's special permission.

You put a record on the machine and the lively, spirited music carries you through ten minutes of the fun. You are swept along with a buoyancy that will amaze you. And the result of this ten minutes' fun a day is to many persons a way to glowing health, a glorious vitality, a springy step, a bright eye—in short, a whole, healthy, zestful man or woman tingling with the very glow of life!

That is the way you should feel all the time—summer and winter. The Daily Dozen keeps your winter "pep" for you all the year round.

What the "Daily Dozen" Does for You

You can say good-bye to that draggy, lagging step once you start to keep fit in this wonderful new way. Nor do you have to envy the man who springs out of bed in the morning—you will spring with him, ready and fit for anything the day holds!

But the famous "Daily Dozen" does not stop its wonderful work there. Far from it. If you are overweight, it will reduce your waistline. If you are underweight, it will put firm, sound flesh on you. It revitalizes your body. It revives weak, flabby muscles and rebuilds them into live, vital tissue. And, in doing this, it clears your brain of the "cobwebs" that come with poor or indifferent health, and thus increase your mental powers. Thousands of men, women, boys and girls are regaining health, strength and vitality through use of the "Daily Dozen" Exercises.

How Science Solved Your Health Problem

Mr. Camp devised these twelve remarkable exercises during the war, in response to the appeal of the commandant of one of the great naval training stations. The commandant wanted something better and more interesting than the regular "setting-up exercises," which were known to produce staleness in the men. And he thought Walter Camp ought to be able to supply it if anybody could.

The naval officer's letter set Mr. Camp to thinking. It struck him that what was needed was a series of exercises to take the place of the natural activity of the Indian or any other uncivilized man. He realized that the man of today—and especially the office worker—is just as much a "caged animal" as a tiger in a menagerie and that the average man's way of living weakens the muscles of the chest and abdomen.

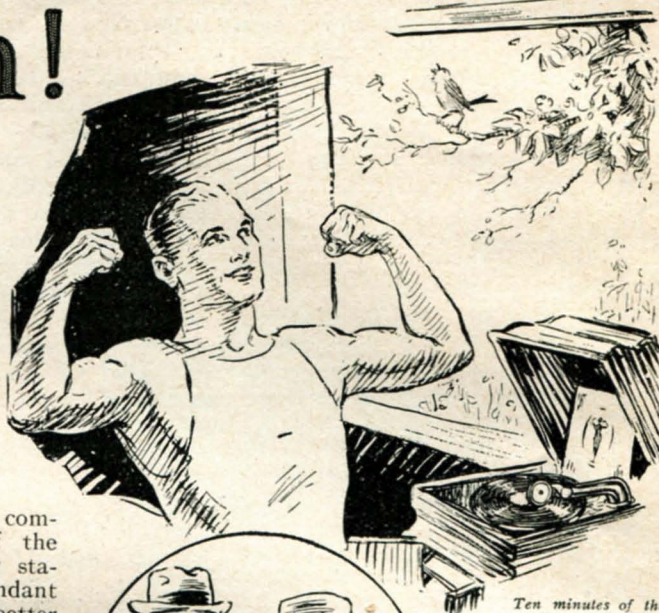
What did the tiger do for exercise?

Mr. Camp went to the Bronx Park Zoo to find out. He found that the tiger was always busy stretching and twisting and turning his body, his trunk; he was exercising the very muscles that tend to become weak when an animal is kept in a cage, or a man in an office.

Then Mr. Camp saw where all systems of calisthenic drill have been weak—they develop the arms and legs, which are not so important, but scarcely develop the trunk at all. The result was that he worked out the "Daily Dozen."

Try the "Daily Dozen" to Music

So, today, thousands of men and women are increasing their "wind," developing their chests, strengthening their powers of endurance and their energy to work—and enjoying themselves every minute they are doing it!



If you are overweight "Daily Dozen" will help you reduce.

Ten minutes of this most exhilarating fun is the best "pep" builder and tonic you can take.

Say "good-bye" to that draggy, lagging step—start to keep fit in this wonderful new way.

do. All you do is put a record on the machine. Inside of ten minutes you will feel a glow that is priceless in its benefits to your health. You can say good-bye to constipation, headaches, backaches, insomnia, run-down condition, nervousness, emaciation, want of appetite and that tired, exhausted feeling.

Record Free

So that you may see for yourself the wonderful benefits of the "Daily Dozen," we will send you, absolutely free, a sample record containing two of the "Daily Dozen" Exercises and a chart illustrating the movements. Put the record on your phonograph and follow the simple directions. That great sensation of glowing health you feel when you have gone through these new, exhilarating and interesting exercises will amaze you.

There is no obligation. The record is yours to keep. Just mail a quarter (or 25 cents in stamps) with the coupon, to cover cost of postage, wrapping, etc. Health Builders, Dept. 27, Oyster Bay, N. Y.

Health Builders, Dept. 27 Oyster Bay, N. Y.

Please send me your free sample Health Builder Record, giving two of Walter Camp's famous "Daily Dozen" Exercises, also a free chart containing actual photographs and simple directions for doing the exercises. I enclose a quarter (or 25 cents in stamps) to cover cost of packing, postage, etc. This does not obligate me in any way whatever and the sample record and chart are mine to keep.

Name
(Please write plainly)

Address

City State

(Continued from page 74)

who is the strongest man in America. But as everybody cannot be the strongest or the best developed, there will be lectures by competent authorities on how to keep fit. Every one can do that. One of the ways is through the medium of sports. There will be a swimming pool in which swimming and diving contests will be held, open to classes of young men, young women, boys and girls. An instructor will demonstrate the easiest methods of learning to swim. There will also be running, jumping, lifting and dancing contests.

For the particular benefit of those who have failed to keep fit there will be living examples of physical culture curative methods. Men and women who have

been given up by physicians as hopelessly incurable and have afterwards regained perfect health by the practice of never-failing physical culture methods will be on hand to tell how they have cheated death and how others may do the same by following their example.

One of the things to be exemplified will be the curative value of fasting. A bona fide fast lasting the entire six days of the Physical Culture Exhibition will be conducted at Madison Square Garden under the direction of a physician and Bernarr Macfadden.

Another great therapeutic agency to be exemplified in actual operation will be the exhibit of Ol' Doctor Cow. With a number of her sisters, prize winners from

the famous herds of America, she will be right there in the Garden transforming hay and grain and things into milk which will be drawn in full view of the audience and fed to the very young ladies and gentlemen entered in the baby show. Furthermore, lecturers will be on hand to tell about the wonderful cures that have been effected with the aid of a milk diet.

As you can see, the National Physical Culture Exhibition is not going to be a "dead" exhibit, that is, a lot of booths from which booklets are passed out, but a living, breathing, panorama of the most fascinating, aggravating creatures on earth; namely, human beings. All in all, you will not wish to miss this unique exposition.

My Raw Food Baby

(Continued from page 27)

and cried for more. For three days he ate a large saucerful at each 2:00 P.M. meal and I immediately noticed more "pep" and ingenuity in his disposition, as well as an improvement in the movements of his bowels.

At this time I began reducing the amount of milk he received at 10:00 A.M. and 7:00 P.M., gradually advancing the time of the 2:00 P.M. feeding toward 12:00 and the 6:00 P.M. toward 5:00, so that he would eventually be getting three meals a day instead of four. Many children eat three meals a day long before they are eighteen months old. When he began eating carrot he did not care for so much milk at that meal naturally. When he tired of carrot, I scraped ripe apple and a little celery in with it.

Sometimes he would pick string beans from the vines, chew them up and go around for hours sucking them, finally spitting out the pulp. Again he would pick beet leaves and chew the stalks, or young onions or rhubarb. I always let him do it, simply taking the precaution to wash them before he put them in his mouth, as the fresh green stuff contains natural salts which the body requires, especially when one is fed mainly on cow's milk.

When cutting a tooth the baby usually refused solid food for a while and went on a liquid diet. When the tooth appeared he wanted his raw vegetables and graham wafers again, in increased quantities for a few days. I gave him fresh fruits such as figs, peaches, apricots, pears and prunes whenever I could be sure they were sun ripened and have never known them to hurt him. They are excellent laxatives.

When he was twenty-three months old, the baby cut his eye teeth, the last of the first sixteen. About that time he began eating dried prunes and figs cut fine, also a slice or two of ripe banana. I had to cut the dried fruits, for when he was very

hungry he would swallow them whole. his daily schedule at this time was:

6:30 A.M.	8 oz. milk.
	1 cut dried prune or fig.
	2 graham wafers or 1 muffin.
8:30 "	5 oz. prune or orange juice.
10:30 "	1 oz. milk.
1:00 P.M.	8 oz. milk.
	2 graham wafers or 1 muffin.
	4 to 8 cooked prunes or saucer of carrot salad.
4:00 "	5 oz. prune or orange juice.
5:00 "	8 oz. milk.
	2 graham wafers or muffin.

Nuts presented a problem. He began asking for them before he was twenty-three months old, but I hesitated to give him any, thinking they might be too heavy. Finally I gave him some walnut. He cried that night after he went to bed—an unheard of performance for him—and I never decided whether it was because the nuts were too coarse, or because they might have been picked a little green. A few weeks later I gave him some chopped almond and it didn't bother him at all, though he wasn't able to digest the larger pieces.

No amount of coaxing has ever induced him to eat any kind of breakfast cereal home cooked or prepared. Most of the books on feeding of children say cereals are necessary. They are not. Personally I detest the slushy, mushy feel and taste of "rolled oats" steamed two hours in a double boiler, but I enjoy the rich, nutty flavor of the oatmeal as it comes out of the package. I frequently eat it raw, mixed with an equal amount of shredded cocoanut, a little sliced banana and chopped almond. Sometimes I sprinkle raw oatmeal on the baby's carrot salad; he always digests it thoroughly.

At twenty-four months the baby went on the regular three meals a day schedule, with his nap changed to afternoon. Much greater variety was then possible, as he had grown to like a few cooked foods.

He still will not touch any kind of soup, meat, cooked vegetable, white bread or toast, custard, pudding, cereal or pie, with the exception of apple. I am convinced that none of those things is necessary to a healthy child, but am quite sure that some fresh vegetable and fruit should be eaten each day.

Most of the children on our street were sick last winter with colds, yet my baby escaped, even though he played with the other youngsters while they were coughing. Once I thought he was getting a cold, so I gave him some milk of magnesia (the only medicine he has ever taken), diluted his milk, stopped giving him wafers or muffins, fed him only raw fresh vegetables and he came through without so much as another sneeze.

In feeding small children one must be extremely careful that fresh fruits and vegetables are ripe and dried fruits absolutely pure. Sulphur is sometimes used in drying fruits, and while this is harmless to the average adult, it might irritate a baby's tender stomach. Sour oranges may cause stomach ache in a small baby, as do apples or other fruit picked too green and allowed to ripen in warehouses. Unfortunately, we who live in cities must depend largely on fruit picked before it is ripe and shipped a long distance. One cannot be too careful in selecting it for the young child, but when carefully chosen, only a small amount is necessary for proper nourishment.

My baby's breakfast of eight ounces of milk, one dried prune and one dried fig, will seem skimpy to some mothers, yet he measured 33 inches tall at two years and weighed 31 pounds—the height is normal but the weight a little above normal. He seems to know what he wants when he wants it, and I find he is happier and healthier when I consult his own appetite as well as my ideas on what he should have.

New Discovery Removes Cause of Gray Hair

Restores Natural Color Quickly and Surely

SCIENCE has discovered why hair turns gray! It is not because of advanced age, as so many seem to think. A wonderful discovery proves that if it weren't for the fact that certain cells in the hair roots become affected, the hair would always retain its natural color. It would never become gray.

The hair derives its color (black, blond, brown, etc.) from the presence of coloring matter, or pigment, in tiny cells at the root of the hair. Through the natural process of pigmentation this coloring matter is sent up into the hair. But when shock, sorrow, ill-health, or other causes interfere with this natural process, pigmentation ceases. No coloring matter is sent up into the hair, and it blanches—or becomes gray.

Since the reason why hair becomes gray has now been discovered, science has been directing its energies towards removing the cause of gray hair—and has succeeded! An amazing new element has been found that enables you to remove the cause of gray hair, and the moment the cause is removed, the true, natural color of the hair returns. Through this wonderful scientific discovery the full lustre and beauty of your natural color is quickly and naturally restored.

Don't Dye or Discolor Your Hair

Gray hair is not really "gray" hair at all—but *hair without color!* The grayness simply indicates an absence of pigment in the cells.

If only one hair in your head is gray, it is a signal that your pigment cells need nourishment. If your hair is beginning to become streaked with gray, *instant action is necessary.* If your hair is entirely or almost entirely gray, there is only one sure way for you to restore the original color—and that is by stimulating the cells of pigmentation so that they function properly and supply the hair with natural coloring matter.

Tru-Tone, the new discovery, is not a dye, a stain, or a tint. It does not act on the hair at all, but on the tiny cells that supply the hair with color. These cells can supply the hair with only *one* color—and that is the *natural* color.

Guarantee Backed by Million Dollar Bank

It was only after countless laboratory tests that Tru-Tone was discovered. It is a pure, delicately scented liquid. It is positively harmless and cannot injure the most delicate hair. In fact, Tru-Tone will not only restore the natural color of your hair, but it will make it glossy, thick and beautiful.

Our guarantee of Tru-Tone's harmless purity and satisfaction to every user is backed by this guarantee from a Million Dollar Bank:



Although gray hair is not always a sign of advancing age, it cannot help but make you look older. Restore the natural color of your hair and take on a new youthful appearance. Science has found the way to restore the original color without artificial aids of any kind.

In other words

—gray hair is simply *hair without color.*

Science has discovered further that when only one single pigment cell begins to fail, it is only a question of time before everyone of them will fail to function, as pigment cells have a tendency to affect the other cells surrounding them. One gray hair is an indication that the particular cell in which this hair is rooted has failed to function properly, and that shortly the remaining cells will become affected. Unless immediate and proper action is taken, the whole head of hair will soon turn gray.

This is an exact illustration of a gray hair magnified many hundreds of times. A indicates the hair shaft which springs from the follicle E. The pigment that supplies the hair with color is given off at the tip of the papilla H.

you a full-sized bottle of Tru-Tone. Don't send any money—just the coupon. When the postman delivers Tru-Tone to your door, give him only \$1.45 (plus postage) in full payment. This is a special introductory price—Tru-Tone ordinarily sells for \$3.00.

After a fair test of Tru-Tone, if you are not delighted with what this marvelous discovery will do for your hair, just return what is left of it and your money will be refunded at once. This special free-proof offer is very unusual and is made for introductory purposes only.

MAIL THIS COUPON NOW!

Don't delay. Take advantage of this special offer. Let us send you your bottle of Tru-Tone at once.

Clip this coupon and mail it now, before you forget. A post card will do. Domino House, Dept. T-227, 269 So. 9th St., Philadelphia, Pa.

**Domino House, Dept. T-227,
269 South 9th St., Philadelphia, Pa.**

You may send me a \$3.00 bottle of your Tru-Tone. I will pay the postman \$1.45 plus postage. Although I am benefiting by the special introductory price, I am nevertheless purchasing the first bottle with the absolute guaranteed privilege of returning it after a fair trial and you agree to refund my money if I am not delighted with the results in every way. I am to be the sole judge.

Name.....

Address.....

City..... State.....

If you wish you may send money with coupon

State Bank of Philadelphia,

TO WHOM IT MAY CONCERN:

This is to certify that DOMINO HOUSE has deposited in this Bank \$10,000. Out of this special fund this Bank is authorized and does hereby guarantee to return to any customer of DOMINO HOUSE the total amount of his purchase at any time, within thirty days, if the goods purchased are not entirely satisfactory in every way, or if DOMINO HOUSE fails to do as it agrees.

Very truly yours,

A. W. Wraushoff, Pres.

Special Free-Proof Offer

If you will fill in the coupon below and mail it to us at once, we will send

Building a Business from the Babies Up

(Continued from page 26)

at their work; so irresistible is it, in fact, that the rule against whistling gets worn threadbare about once in so often, and has to be renewed with solemn adjurations, threats, and warnings from the office of the President. How unfortunate to make a man happy, and keep his eyes twinkling, and then have to forbid him the inalienable right to whistle! Do you know of any other firm that has to have an anti-whistling rule? I don't.

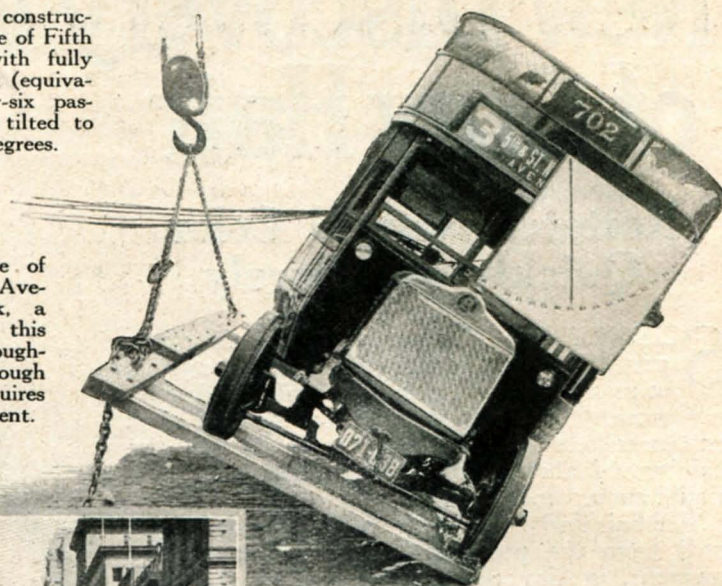
The next time you are in New York, make it a point to climb onto a Fifth Avenue bus and get a good look at the man who drives it and at the man who takes your fare. Compare them with the rank and file of subway guards, street car conductors, and so on. They have full, ruddy faces; they are as clean shaved as if on dress parade—not a case of day old stubble to be seen; their uniforms fit and look as if they had had recent acquaintance with the tailor; they look you coolly and pleasantly in the eye, like gentlemen, and they deal with you the same way. Compare them in this respect to the tip-grabbing menials who drive the taxicabs.

If you ever get on confidential terms with one of them, you will probably find that he has "the best job in New York"; and that by that he means that he is sure of his place, that the wages range from fifty-eight cents to sixty-five cents an hour for conductors and from sixty-five cents to seventy-three cents an hour for drivers; that he has a wife and two thriving babies, both of whom were in the company's baby show last year; that the company takes sufficient interest in his little family to place at his disposal the services of a trained nurse and a physician whenever they are needed; that he never is afraid about what may happen so long as he's in the right, because the Company always stands back of its men when they are right; that he rightly regards himself as a salesman who is selling transportation, and that he is asking no odds of anybody.

It was with some such intimations as this that I went to see John A. Ritchie, President of the Company, the man in whose personality, ideals, and capacity for leadership the whole thing had had its start. Mr. Ritchie is a big man physically, and everybody who has any dealings with him agrees that he is big mentally as well. He is clean cut, even to his speech—his enunciation of words

Showing safety construction of "L" type of Fifth Avenue bus, with fully loaded top deck (equivalent to twenty-six passengers), safely tilted to thirty-six degrees.

Below, a glimpse of busses on Fifth Avenue, New York, a typical view of this congested thoroughfare. To go through this traffic requires careful management.



men are sick in body and soul, men die because of it.

"Perhaps one reason why I'm a crank on these things, and why I recognize in them the effective basis of health, is that I have worked for a wage in my day, and encountered at first hand the conditions that make men sick, and worth to themselves and their employers, half of what they should be. I was once a freight handler in the yards of the Illinois Central Railroad. I have worked with my hands. I know what goes on in the head of the man who works with his hands. I know what he needs, and how reasonable and right most of his needs are. I made up my mind when I took hold here that there was going to be a fresh deal. We have it. Our men lack none of the irreducible fundamentals of sound living.

"Perhaps I can best sum it up by saying that this company tries to establish within itself certain right standards of living and acting. Don't misunderstand me. I don't mean that we go into the homes and private lives of our men with a lot of officious interference, and with expressed or implied assumptions that they are inferior beings and need "uplift" by grace of their high and mighty "superiors." There is lots of that sort of bunk going around; but we want none of it in the Fifth Avenue Coach Company.

"We simply recognize what is a fact, that most persons, in certain phases of their lives, need guidance and help—the kind of guidance and help for which, many times, they would not know which way to turn; and which, even if they did know where to get it, is so costly that as a rule only the very well to do can afford it.

"Just for example, take our Babies. We have some four hundred of them, and

(Continued on page 81)

being particularly clear and incisive—a trait I have always found to go with unusual mentality and force of character.

"It is simply a question of health, of the health of the whole man," he said when I asked him what it all meant. "The men through whom we deliver our service have to be in the best sort of condition, physically and mentally. Disaster, in the form of accidents, lives lost, damage suits, and general dissatisfaction would follow if we were content with anything less. There is just one way to keep a body of men in that condition of physical and mental fitness—I mean by that that they must have adequate pay, security of employment, happiness in the home, freedom from care and worry, the very best medical care and nursing in sickness that can be had, recreation and a wholesome social life, and guidance and advice whenever guidance and advice are needed. All human beings crave sympathy, understanding, and helpfulness in their lives just as their bodies crave food, and mighty few of them get it from the same sources from which they get the means to buy food. That is the most fatal defect in American industry to-day. Men are unhappy, men are frightened,

Stout Men—Here's a New Way to Reduce Your Waist Line

You Can Accomplish This Reduction in TEN SECONDS. You'll Experience a Wonderful New Feeling of Comfort and Buoyancy. And, Best of All, You Build Up a Vast Improvement in Health.

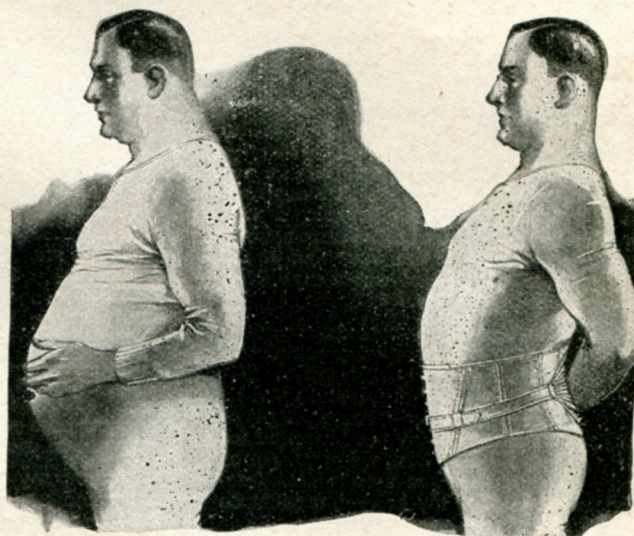
SCIENCE has found the simplest, easiest and most comfortable way imaginable to reduce your waistline to its normal, ideal dimensions. At the same time you bring a new tone to the great vital organs and relieve them from the strain under which they have been laboring. You obtain an energy, an endurance and an ease of movement which has probably long been denied you. You begin, from the very start, to feel like a new person. And you experience these delightful results without risking any money.

How You Gain a New Figure In Ten Seconds

This new product of Science is known as the "Wonder" Health Belt. It operates on a principle which any practitioner, be he a Medical Doctor, an Osteopath, a Physical Culturist or an Obesity Specialist, will endorse as a tried and proved one. It has the endorsement of them all. The instant you fit it to your body it lifts up the sagging abdomen in such a manner that the organs contained in the trunk and the digestive tract are permitted to go back into their proper positions once more. It is well known that the reason why the abdomen has sagged and permitted a displacement of these organs is because the abdominal muscles have become weakened. The "Wonder" Health Belt gives the same results which would occur if these muscles had suddenly been endowed miraculously with a new strength. The bodily functions are carried on in a more natural manner once more; the terrible strain is relieved. This brings a new feeling of lightness and energy, with new powers of endurance.

As the unnatural sag and pro-

tuberance of the abdomen is corrected, the waistline is naturally brought back to more nearly ideal dimensions. Then the fat itself begins to depart. All this is accomplished without any inconvenience—nothing is experienced except a gratifying new sense of comfort, relief and physical well-being.



How the "Wonder" Health Belt reduces your waist line

New Muscular Strength Also

As soon as the important muscles of the abdomen and the side are relieved of the burden which has over-strained and weakened them, they begin to recover their former strength and elasticity. On the surface of the abdomen good muscular tissue begins to take the place of the former burdensome, flabby fat. And the body itself, being freed from a condition which is just as trying as if it had been forced to carry a heavy outside burden in an uncomfortable position, begins to experience a new feeling of power. One stands straighter, is not so easily tired, walks with a step that is once more vigorous and elastic. Years seem to have been removed from the age. And a month or so of this treatment will take four to six inches off the waist.

Sent On Free Trial

However, we know so well that the "Wonder" Health Belt will bring your waistline to its normal proportions, permanently protect your health and bring back the vigor of youth, that we want you to try it for five days before you pay a cent.

Read What It Has Done for Others

Feels Like a Different Person

"Allow me to congratulate you on your fine accomplishment in the manufacture of your 'Wonder' Health Belt. I would not be without it for 10 times the price. I am altogether a different person since I started using it. It does everything in the line of comfort that you advertised it would do. You can use this note as you wish."

(Signed) James Guernsey
25 South Street, New York.

Would Not Be Without It

"I have used your belt several days and like it better all the time. I would not be without it at five times the price."

D. C. H., Mangum, Okla.

Relieves Weak Back

"My father, who is 77 years old, was bothered with back trouble for 12 years. He says your belt is a great help to him."

W. E. L., Herrin, Ill.

Publisher Is So Grateful He Advertises It Free

"I found your belt so satisfactory that I will put a few lines about it in my paper gratis."

M. F. G., Brooklyn, N. Y.

Just mail the coupon. The belt will be mailed to you at once, in plain container. Keep it for five days. Let your mirror and the admiring comments of your friends show what an immediate change it makes in your appearance and your carriage. See how quickly all sense of fatigue vanishes and you feel as buoyant and as energetic as any athletic youth of your acquaintance. Then if you wish to keep the belt send us just THREE DOLLARS in full payment. If, for any reason at all, you do not wish to keep it, return it within five days from the day you receive it and you will owe us nothing.

Surely no better offer could be made than that. Without the slightest obligation you have the opportunity to try the easiest method of securing a fine figure and superb health ever known—a method which 400,000 others have tried and enthusiastically endorsed. Don't delay. It may be necessary to withdraw the trial offer if the demand becomes too heavy. Mail the coupon today.

THE WEIL HEALTH BELT CO.

17 Hill Street

New Haven,

Conn.

THE WEIL HEALTH BELT CO.,
17 Hill St., New Haven, Conn.

Send me, without any obligation on my part, the "Wonder" Health Belt. Mail it in plain container. If I am positively delighted with the immediate change in appearance and with the improvement in my health I shall remit \$3.00 within five days. Otherwise I shall return the belt in this period and shall owe you nothing.

My present waist measure is.....
(If no tape measure is handy cut a piece of string to your exact girth, at widest part.)

Name.....
(Please write plainly)

Street and Number.....

City..... State.....

How I Saved My Hair!

The Tragedy of Baldness

By ALBERT WOODRUFF

WHEN the barber told me my hair was getting thin I merely smiled and let it go at that. When my wife said, "Bert, I do believe you are becoming bald," I gave a little laugh and passed it off with a jesting remark. I took the gibes of my friends in the same spirit—and I laughed when the comedian at the theatre made his "cracks" about candidates for the "bald-headed row."

But it wasn't until my business associates commenced to notice that I was rapidly becoming bald and gray that I worried. For while I was just as full of pep and vim as I had ever been—while my business judgment was just as keen as ever, yet I worried for fear my associates might think of me as heading toward the "has been" class. I decided to try to save my hair—if it could be saved.

Then I became a slave to hair tonics. If a tonic was new I bought it on sight. I tried every kind of shampoo that I heard of. I was a victim of the barber's wiles. The money I spent—and all to no purpose. My hair continued to come out just as fast as it ever did before I had tried to stop it. Every time I combed my hair it told the story.

How I Prevented Baldness

One day I read a very interesting advertisement by the celebrated Physical Culturist, Bernarr Macfadden. Now, it so happened that I had seen Mr. Macfadden several times and I knew that he himself had wonderful thick hair. Naturally I was interested—although it was news to me that Mr. Macfadden had made a study of the hair and had written a book on the subject, entitled, "Hair Culture."

In the advertisement Mr. Macfadden said he was amazed to learn how little really authoritative information had been written

about the proper care of the hair and scalp. He said that one need not let the hair grow thin and gray. He said that if the hair is falling out or getting gray a reasonable amount of proper care will restore it, unless one is completely bald. And this same care will keep the hair strong and healthy throughout life. He spoke of simple, natural and effective methods for treating the hair and scalp by following a few laws of nature. Then he casually mentioned that he was startled at the tremendous demand that existed for his comprehensive work. In fact, the first edition of his treatise was very quickly sold and a new edition had to be printed to take care of the orders that were flooding in on each mail.

I made up my mind right then that since Mr. Macfadden had written the book it was sure to be very practical—and the fact that so many had been sold clearly proved to me that the treatise must be filling a popular demand.

So I just jotted my name and address down on the coupon and returned it. When



"Only a short while ago my hair was falling out by combfalls, yet today I have fine, thick hair, with not the slightest trace of baldness or dandruff."

the most valuable—if not the most valuable—and instructive book ever written on Hair Culture.

Albert Woodruff.

Send No Money

If you would like to take Mr. Woodruff's advice we will gladly let you examine "Hair Culture" for yourself, without obligation, and see how easily you can follow the methods that should bring new life, new lustre and luxuriance to your hair. Don't send one cent in advance—just fill in and return the coupon and the book will come to you by return mail. When the postman hands it to you, deposit only \$2.00 with him. Then after you have kept "Hair Culture" for 5 days—after you have tested the methods—if you are not absolutely satisfied return the book to us and your money will be promptly refunded. If, however, you decide to keep this remarkable book, as you surely will, there are no further payments of any kind to be made—the book becomes your property for the one sum of \$2.00 which you deposited with the postman.

Physical Culture Corporation

Dept. 7

119 West 40th Street, New York

PHYSICAL CULTURE CORPORATION

Dept. 7

119 West 40th Street, New York

Without obligation on my part, please send me a copy of Bernarr Macfadden's Book, giving me all of Nature's simple methods for preserving and beautifying the hair. I will pay the postman \$2.00 on arrival, but I also have the privilege of returning the book if I desire and you will refund my deposit.

Name

Address



Women! Keep Your Hair Youthful

Graying hair can be easily, safely and surely restored to its original youthful and becoming color. Your hair can be made luxuriant and glossy by following the few simple rules taught by Bernarr Macfadden in his new book, "Hair Culture." Why spend time and money at the hair dresser's when you can give your hair a better home treatment in only a few minutes a day by this new method? You can easily have hair that is wonderfully silky in texture and your scalp can be cleansed of every trace of dandruff or scurf.

I received the book on five days' Free examination I immediately read it very carefully and that very same night I started to follow the few simple rules. I must confess that within a very short time I noticed a decided improvement in the growth of my hair—it became thicker and more glossy. Then dandruff disappeared. Today, after following the rules laid down in this new method, I have just as fine a head of thick hair as you would see on any man—even a young man of eighteen or twenty has no thicker or glossier hair than mine. In fact, many haven't anywhere near such fine hair. The grayness has all disappeared and my hair has the glowing color of youth. My wife and children also adopted the rules which we discovered in Mr. Macfadden's treatise entitled, "Hair Culture" and their hair is the admiration of all their friends. If you will examine the book I am quite sure that you will agree with me that it is one of

Bernarr Macfadden's Secrets of Hair Culture

These chapter titles will give you an idea of the tremendous scope and value of this remarkable book.



Bernarr Macfadden. Note his thick, luxuriant, healthy hair

Superfluous Hair
Hair tonics.

Hair as an attribute to beauty.

Facts everyone should know about hair.

Care of healthy hair.

How to care for baby's scalp.

Facts about soaps and shampoos.

The cause of hair troubles.

Dandruff.

Parasitic diseases of the scalp.

Falling hair.

Baldness.

Gray Hair.

Hair Dressing.

Eyebrows and Eyelashes.

(Continued from page 78)

there's a fresh crop of them coming along for our Baby Contest every year. I am not talking just for effect when I say that they are as splendid a lot of children as you can find anywhere, in any class either in the homes of the rich or the poor. Look at that bunch of pictures there on the wall. Isn't it wonderful? Isn't it a joy to look at?

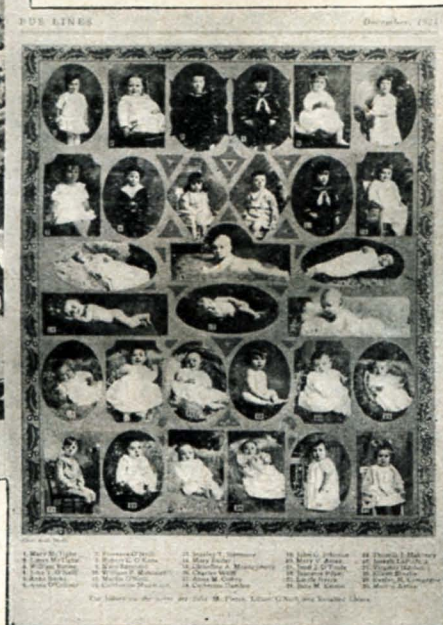
"Well, now let me tell you that the Fifth Avenue Coach Company takes some credit to itself for that result. We have placed at the disposal of the parents of those children, both before and after they were brought into the world, the best expert scientific advice and care that we could get. It is not a charity service. We share on the expense. The Company also employs a nurse who keeps

strating to the parents how the improvement of this or that condition in the home would be good for the kiddies, and what standards of sanitation, cleanliness, and nutrition should be maintained. Many of our men and their wives have come to this country directly from Ireland, where American standards of living do not always obtain; and this scientific help has meant a great deal to them.

"Even among our men and their wives who are native born there is much need for the dissemination of practical knowledge regarding domestic science and the care of babies. This isn't because the people are willfully ignorant of those subjects, but because circumstances have been such that they have never had an opportunity to learn. A girl, for instance, goes to work in shop, or store or office while in her early teens. She is the daughter of a large family, and not only has no opportunity to learn by practice at home the principles of housekeeping, but has to turn in most of her earnings to the family purse,



The Fifth Avenue Coach Company publish a magazine for themselves called "Bus Lines." Once each year they have a Baby Number, a cover and specimen page of which we are giving here in greatly reduced size. No better babies are to be found anywhere.



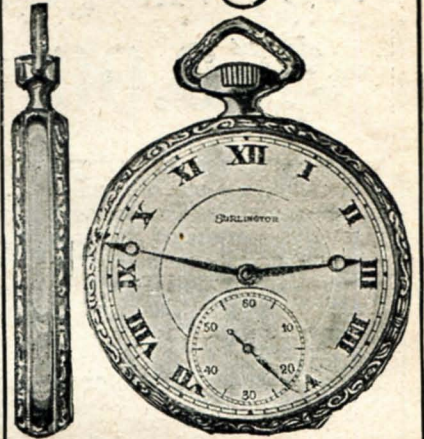
in touch with the mothers, and who teaches them how to give their children the right food, and the right kind of physical attention. She imparts to them standards which they are only too glad to learn and apply. The best demonstration you could want of how eagerly they have seized on that kind of instruction is to be found in the condition and health of the children at our First Baby Contest a few years ago as compared with their condition now, as shown by our carefully kept records. Our nurse and physician examine the babies, call attention to physical defects and derangements when there are any, and prescribe treatment. And they have been at it now for three years, demon-

so that she has little left with which to bedeck herself as her heart desires.

"The man, for instance, after leaving school at an early age, may have drifted around in a number of occupations with very slight income, and upon becoming a driver or conductor finds himself in the possession weekly of much more money than he has been accustomed to have.

"He takes a fancy to such a girl as has been pictured above. He provides her entertainment and buys her gifts to which she has not been accustomed and which he, possibly unknowingly, cannot afford. They get married, and the same scale of extravagance, or rather, heedlessness, continues. She desires a new hat; he buys it for her. And so it goes until suddenly they find themselves in debt. And before

21 Jewel Burlington



LOOK!

Adjustable to the Second
Adjusted to Temperature
Adjusted to Isochronism
Adjusted to Positions
21 Ruby and Sapphire Jewels
25 Year Gold Strata Case
Your Choice of Dials—
(Including Montgomery R. R. Dial)
New Ideas in Thin Cases.

Only \$1.00 Down

Only One Dollar Down will buy this masterpiece of watch manufacture. The balance you are allowed to pay in small, easy monthly payments. The Burlington — a 21-Jewel Watch — is sold to you at a price much lower than that of other high-grade watches. Besides, you have the selection of the finest thin model designs and latest styles in watch cases. Don't delay! Write for the FREE Watch Book and our Special Offer today.

Write

While this Special Offer Lasts

Get the Burlington Watch Book by sending this coupon. Find out about this great special offer which is being made for only a limited time. You will know a great deal more about watch buying when you read this book. You will be able to "ster clear" of the over-priced watches which are no better. Remember, the Burlington is sent to you for only One Dollar down, balance in small monthly payments. Send the coupon for watch book and our special offer Today! Do not delay one minute!

Burlington Watch Co., Dept. B572
19th St. and Marshall Blvd., Chicago, Illinois
Canadian Address: 62 Albert St., Winnipeg, Man.

Please send me (without obligations and prepaid) your free book on watches with full explanation of your \$1 down offer on the Burlington Watch.

Name _____

Address _____

**Get Well Paid
for Getting Well**

We Will Pay

\$50.00

to the man or woman who, in our estimation, has made or will make the most pronounced recovery from disease or weakness through the medium of information or advice received from one of the following health books published by Physical Culture Corporation:

**Macfadden's Encyclopedia of
Physical Culture**
Eating for Health and Strength
Hair Culture
Miracle of Milk
Strengthening the Eyes
**The Real Secret of Keeping
Young**

This is a movement to secure for the encouragement of other people similarly afflicted a detailed knowledge of the facts regarding the remarkable recoveries that so many persons are making with the aid of Physical Culture Health Books.

There are no ironclad restrictions or rules to be observed. All that is required is two or more photographs showing your physical condition at the time you began treating yourself in accordance with the information gained from one of the above listed books and your appearance at a later date showing the progress made, together with a simply worded statement of the facts regarding your particular case.

As stated at the head of this notice, we will pay \$50.00 to the man or woman whose recovery appears to us to be most pronounced. Also we will award \$5.00 each for a number of other accounts of recoveries of a representative nature that we consider worthy of publication.

To receive consideration under this offer all letters and photographs must be in on or before October 15, 1922.

In case of ties for the \$50.00 award, each tying contestant will receive the full sum of \$50.00.

Address all replies to

**Physical Culture
Corporation**

119 West 40th St., N. Y.

Attention of Recovery Editor

they have a chance to struggle out of debt, the first baby arrives, and the young couple know no more about taking care of their offspring than they did about proper home management.

"That is why the company makes available to such families the scientific help which will straighten out their difficulties. It is interesting in this connection to note that a few years back the company held a contest for wives of the men, in which they were asked to write letters telling what they did to make the home life of their bus-men husbands happy and pleasant. The contest produced a number of ideas which proved to be very valuable in guiding the company's nurse and physician.

"We never lose sight of our babies, therefore, for we find that half the problem of a man's happiness is solved when his home is running right, with a healthy, happy wife and healthy, happy children in it. That, together with an adequate and assured income goes just about to the root of the whole business. On that we concentrate. We don't interfere; we don't pry; but we stand ready to help, and we do help.

"Of course the same thing applies quite as much to the men themselves. Our physician is on hand at the company offices at stated times for consultation, and Miss Conroy, our nurse, whom the men called the Company Mother, looks after them like a lot of big boys, the way their own mothers used to do. They come to her with their minor ailments, anything from a sore thumb to a toe ache, and she fixes them up.

"Some of our problems in this connection are very difficult. Let me give you one example. A few years ago the wife of one of our men came to me and told me that her husband was drinking. She wanted me to interfere. She said that during his spells of drinking he would abuse her and their children, and that the trouble was growing more frequent.

I told her that I could not "interfere," unless he came to his work under the influence of liquor, but that I would be glad to see if there was not a way out. "Can you tell when these spells are coming on?" I asked.

"Always," she answered, 'because he begins smoking cigarettes to excess. After a few days of that, he begins to drink.'

"The next time you see it coming,' I told her, 'let me know.'

A few weeks later she sent me word. I called in our company physician and we talked it over. The result of that consultation was that he called at Dugan's home. Dugan came to the door, smoking.

"Why," said the doctor, 'I was looking for Cassidy. I thought he lived here.'

"Whereupon Dugan came out and gave him directions as to how to find Cassidy. 'By the way,' said the Doctor, 'You aren't looking very fit yourself. Feel all right?'

"Rotten," said Dugan.

"Let me look you over," said the Doctor.

"So he went into the house with him, examined him, expressed himself as shocked at his run-down condition, talked to him very strongly about his health, put him on a diet, prescribed a strict daily regimen for him, banned excessive cigarettes and all drink, prescribed suitable exercises, and—in short—scared Dugan into taking care of himself without once intimating that he knew a thing about those drinking spells. More than that, he kept right after him for weeks. He made Dugan come to his office every few days. And he has had an eye on him ever since.

"The result was that Dugan never drank again. I can't say that he never will, but he has been sober about two years now. What ailed him was that his general condition was bad. Through a wise physician we were able to cure him, and so saved for ourselves one of our best men, and straightened out the trouble in a home where things were beginning to go to wrack and ruin. We didn't 'interfere,' we didn't use the mailed fist, though we would finally have found drastic measures necessary—because in time he would have gotten drunk on duty. Dugan was a sick man. It was a problem in physical culture. It is a problem in physical culture all along the line; and by physical culture I mean something that reaches the well being of the whole man, including his body and his mind.

"I recall another instance that will illustrate our more difficult sort of problems. This happened some time back, before we had gotten things running as well as they are now. One day a bus, driven by one of our very best drivers, smashed at rush hour into a big limousine that was moving down Fifth Avenue just ahead of it, in a jam of traffic. We were presented by the owner of the limousine with a big bill for damages; and the driver, apparently was due to be presented with his discharge.

"But summary discharge is not popular in this company. I considered the man's record, and the more I considered it the more certain I felt that he would have something to say for himself. I sent for him.

"Now tell me just what happened,' I said. 'How in the world could a man with your record make such a mistake as that?'

"I ran into them—that's all,' he answered. 'I haven't a leg to stand on. All that remains is for you to discharge me.'

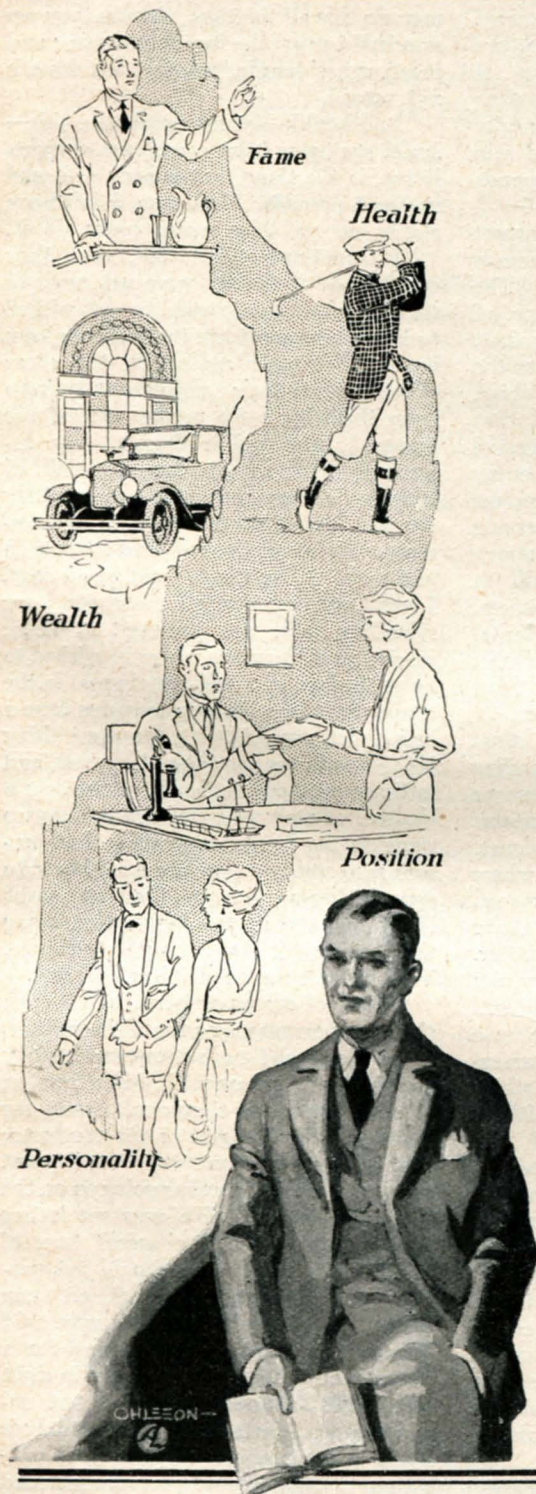
"But how did it happen?' I persisted.

"I was following them down the avenue, starting when they started and stopping when they stopped. I don't remember running into them. I found out what I'd done when people commenced yelling at me."

"Then you weren't thinking about your driving?' I questioned.

(Continued on page 84)

You CAN get the things You want



This Book—"THE INNER SECRET"—Tells How

WHY does one man get the things which make life worth while—motor cars, fine homes, fame, personality, and rugged health—while others must grub along year after year with scarcely the bare necessities of existence?

You have wondered what it is that men who head companies—who do big things—who accumulate wealth and position—have hold of that you have not.

Teachers and preachers have taught since time began that success is won by industry, perseverance, honesty and thrift. And they are right. But you have always known down deep in your heart, that these answers do not solve the problem.

You know positively that you have been industrious, honest and capable as hundreds of men who have reached greater heights than you have.

Now you, too, can know this "**Secret of Success and Personal Power**" used by great men throughout all history. A most unusual book has been written—the sort of book which appears only at rare intervals. Those who read it will never forget its message.

Its pages explain "**The Inner Secret**," which every successful man uses—a few consciously—most of them unconsciously. It explains the secret so plainly and simply that you can begin to use it tomorrow in bettering your position, and in securing the things you want most.

The author, who prefers to be known as Mr. X, discovered a way of making the great underlying principles of life and nature work for him, help him, in gaining the things he wanted.

He recounts his own experiences—how at forty he was a complete failure—financially, mentally and physically—how by the application of these simple principles he began to forge ahead, and, within a few years' time, gained **wealth, position and power** given to few men.

The **POWER** that makes men great is not something that you must seek afar or wait for. It is "**That Something Within**"—possessed by all, but used only by few. **YOU** have it within you now, at your disposal. You have but to learn how to apply and direct it efficiently.

You will have unfolded to you the **Master Formula for Success and Personal Power**—an invariable rule that always works—the rule that any individual may have anything he wants, provided: First, that he knows exactly what he wants; Second, that he wants it hard enough; Third, that he confidently expects to get it; Fourth, that he persistently determines to attain it; Fifth, that he is willing to pay the price. And it shows you how to use this rule to gain success.

"**The Secret of Success and Personal Power**" you have been searching for, is within your grasp.

If you are one who passionately longs for **Success**, for **Position**, for **Power**, and the things that make life worth while—if you are one who has felt the need for understanding that inner force and power which you possess but have been unable to use, you will welcome this book.

No course of study is needed. A few hours spent with the book will give you the secret. The price has been purposely put as low as possible, so that everyone may have a copy.

Your name and address mailed to us with a dollar bill, money order or check attached will bring you this wonderful book. It may return to you ten thousand, perhaps a millionfold.

PERSONAL POWER COMPANY, 600 Holden Bldg., DETROIT, MICH.

The price of *The Inner Secret*, bound in convenient pocket edition size and form, in beautiful dark green flexible leatherette cover, postpaid, is only

One Dollar It may be worth \$1,000.00 to you.

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which is based on common sense plus a profound knowledge of the human body. The great physical culturist tells you exactly why you are thin and then shows you the remedy. His carefully outlined instructions are devised to fit every varying circumstance and condition of the individual. In this little book is the exact information you need. You can gain weight. Take advantage of our **special offer**. The price of "GAINING WEIGHT" is 50 cents.

SPECIAL OFFER:

But we are giving this splendid booklet FREE with a year's subscription to PHYSICAL CULTURE at **\$3.00**

(Continued from page 82)

"No, I guess I wasn't, but I'm not making excuses."

"But what were you thinking about?"

"Oh—just figuring what I'd do. My wife's sick and ought to be in a hospital and—"

"Well, you can figure out the rest of the story. I heard when I finally dug up all the facts. It perfectly demonstrates the idea back of this whole business. Even if we had no sincere interest in our men and in their welfare, we couldn't afford to have that kind of thing happening. Our men and their families have to be in health, mentally and physically. Every standard of safe service held by this company depends on that one condition."

"Nevertheless, you must not interpret that to mean that our interest in them is simply a disguised selfishness. The motive of self interest has its place, of course. It would be silly to deny that. But I am quite sure it does not have the first place. I like to believe, and I think everybody concerned does believe, that our first motive is one of unadulterated good will toward our men. We enjoy serving them. And in like manner, we also enjoy serving the public and pleasing our clients quite apart from the money they bring us. There is good-will in what we do. It is also sound business, but we try to keep that end of it incidental and secondary to the motive of good-will, and of the pleasure it gives us to have pleased them with work well done."

"Besides making this special effort to be on terms of close understanding with our men, and to have and deserve their confidence, the company maintains various enterprises for their convenience. For instance, we have a restaurant where we serve them good food at a very low cost. In our barber shop they can get a shave for ten cents and a hair cut for a quarter. They have a club room where they can lounge, and it is equipped with billiard tables, musical instruments, and even a radiophone. We have a benefit organization of a thousand members, in which dues of fifty cents a month entitle a member to a death benefit of two hundred dollars, or a sickness benefit of one dollar and fifty cents a day for sixty days. But these features are not unique. Many firms have them."

"The unique thing about our organization I have already brought out, I think. It lies in our systematic effort to create good-will. It lies in our effort to create good-will between our men and ourselves, and to create it also between them and the public. It is an application of Christian ethics in business."

"A few years ago the newspapers printed a little story about how one day a conductor on one of our busses paid the fare of a young woman who had forgotten her purse; and how a few days later he got a letter from her, on White House stationer's, thanking him for his courtesy,

returning the dime, and signed 'Margaret Wilson.' That happened to be a more than ordinarily interesting corroboration of our theory that in dealing with every individual passenger, we ought to act as if we were entertaining angels unaware. We are all the time receiving letters calling attention to the courtesy of this or that man, and returning the dime with which he has paid the fare. Our men do this all the time, though they are required to pay the fare themselves; and it is very seldom indeed that the dime is not repaid."

"And health—let me emphasize this—health springing from conditions of right-living, is the thing that is back of it and makes it possible. If our men didn't have stable nerves they never could do it."

"I sometimes think, too, that they couldn't do it if they were not most of them Irish. You would be astonished to know how great are the odds our men have to struggle against in the sheer effort to keep their tempers and to keep from throwing some persons out of the busses. The public hasn't been intensively trained in the elements of courtesy as our men are; consequently our men have to meet irascible and unreasonable people a good deal more than half way. It isn't easy—not at all easy. I recall one case where a passenger, after signalling late, was annoyed at being carried past the place where he wished to leave the bus, and deliberately spat in the conductor's face. Some passengers have a less direct way of doing the same thing by spitting over the sides of the bus, and letting everybody in the line of fire take a chance. Lately we have been putting up signs on the busses suggesting that persons who spit in public are most likely to spread disease because they are most likely to have it, the implication being that spitting is itself a sign of disease. Well persons are not habitual spitters."

"Many of our passengers, even though their tempers may be often a bit crabbed, are easy enough for our strong and healthy conductors to get on with, but a few like to start trouble if they can. Some, for instance, often suggest to the conductor that he interfere to prevent some flagrant and frank case of spooning going on on the front seat on top. We even get letters from persons of a Puritanical turn of mind telling us that we should not permit such disgraceful doings on our busses. But I don't see it that way. Of course it is a bit unconventional for a young man to make love to a girl in sight of all Fifth Avenue, but it is not unwholesome. Certainly the young lady is much better chaperoned under such conditions than she would be in more secluded surroundings, a private room for instance. I know of few jobs that give a man a better chance to be a spectator of Human Life and Human Behavior than that of conductor on a Fifth Avenue Bus."

"Incidentally, we try to pick men who

are old enough and steady enough to have the philosophic turn of mind. We seldom take a man who is less than thirty years old; and we are a good deal more likely to consider him for a position if he is married, and if he has a wife who prefers babies to lap dogs. For, after all, as I have already indicated, this Fifth Avenue Coach Company is built on babies. Those four hundred babies, and their mothers, all of them healthy and happy, are the real foundation we're building on. You ought to see those babies, all together in one room—you just ought to see them! At the last Baby Show we had the Company paid them each a retaining fee of five dollars, just to make sure of their services. We hope most of the boys will be bus drivers and conductors, like their dads, and that the girls will marry bus drivers and conductors. It would be the quickest way I can think of to make the Fifth Avenue Coach Company 100 per cent. right. You know there is a saying that if the world is ever to be "saved" it will be through the cradle. Seriously now—if our babies are born of good sound fathers and mothers, and if our nurse and doctor have a hand in helping them into the world; and they watch them progress through the early years of childhood; and if the result is a collection of splendid men and women, better even than their fathers and mothers, of whom this company is so proud, haven't we a right to believe that this company is going to reap a part of that fine harvest? Of course we have! Do you think we're raising those four hundred babies for some competing coach company to grab? I should say not! They're *our* babies; we're going to keep them right in the family! Just look at those pictures! Do you blame me? Look at this sturdy little fellow! Can't you just see him driving a bus, or lending dimes to the ladies? And, I ask you, if his dad kicks over the traces, how am I ever going to fire him when I've got that picture to look at? Babies! They're the arrows of the Lord; blessed is the man who has his quiver full of them.

"We want all we can get, but four hundred of them makes a good satisfying allowance when you get them all together to see how pretty they are.

"The reason I've said so much about the Babies is clear, I hope. They are the gauge by which we can best measure our relations with our men. If the babies and the mothers are finding life pleasant; we know all's well. And then, you know, we don't want to be talking shop with our men all the time—and there's no topic of conversation like a baby.

"My advice to any industrial concern that wants to get as much fun out of life as the Fifth Avenue Coach Company, is to do what we do—begin with the Babies and work up. And it's a physical culture recipe, too—isn't it?

"The first essential toward a man's well-being is that the man himself be regarded as a person."

Eliminate CONSTIPATION — if you expect to be healthy!



BRAN MUFFINS

1 cup Kellogg's Bran, $\frac{1}{2}$ cup graham flour, $\frac{1}{2}$ cup white flour, 2 tablespoons sugar, 1 teaspoon salt, $1\frac{1}{2}$ teaspoons baking powder, 1 tablespoon butter or butter substitute, 1 cup milk, 1 egg.

Mix and sift dry ingredients. Add egg slightly beaten, and sugar. All milk and melted butter. Mix all well together. Bake in well greased muffin tins in a hot oven about 25 minutes. This will make 12 muffins.

Eliminate constipation and the slightest constipation symptoms—QUICKLY! Once constipation gets a strangle-hold on your intestines your body is thrown open to diseases such as Bright's and diabetes, which are directly caused by constipation. Hardening of the arteries, most cases of rheumatism and numerous other diseases have their inception in constipation, which also causes premature old age.

As dangerous and annoying as constipation is, yet, you can permanently relieve it with Kellogg's Bran, cooked and krumbled! Bran is not a "remedy," but it is nature's own food—roughage—that acts on the eliminative passages in nature's way, sweeping, cleaning, purifying!

We guarantee that Kellogg's Bran will relieve the severest case of constipation IF IT IS EATEN REGULARLY—at least two tablespoonfuls daily; in chronic cases, eat it with each meal.

Kellogg's Bran is delicious—its nut-like flavor appeals to the most fastidious appetite. Use Kellogg's Bran as a cereal or sprinkle it over your favorite cereal; or, use it to make raisin bread, gems, pancakes and a host of good things—and all the time working for health. Buy Kellogg's Bran at grocers.

Kellogg's

Look for this signature
H.K. Kellogg

the original BRAN - cooked and krumbled

New Methods in Child Training



Now for the first time there is a scientific method in child training, founded on the principle that confidence is the basis of control. This new system shows you how in your own home to correct the cause of disobedience, wilfulness, untruthfulness and other dangerous habits which, if not properly remedied, lead to dire consequences. The trouble in most cases now is that children are punished or scolded for what they do. The new method removes the cause—not by punishment or scolding but by confidence and cooperation along lines which are amazingly easy for any parent to instantly apply.

Highest Endorsements This new system, which has been put into the form of an illustrated course and immediate results for the thousands of parents in all parts of the world. It is also endorsed by leading educators. It covers all ages from cradle to eighteen years.

Free Book "New Methods in Child Training" is the title of a startling book which describes this new system and outlines the work of the Parents Association. Send letter or postal today and the book will be sent free—but do it now as this announcement may never appear here again.

The Parents Association
Dept. 207, Pleasant Hill, Ohio



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LOCATED on The Island in far-famed Gull Lake, near Battle Creek, Mich. Elementary and advanced esthetic dancing, folk and nature dancing, playground work and management, games and gymnastics. Girl Scout courses under supervision National Headquarters, leading to Captain's certificate. Swimming, diving, canoeing, boating, etc. Nature study, basketry, and other camp activities. Profitable training amid delightful surroundings. For views information, etc., address
Dr. Linda M. Roth, Dean, Box 422, Battle Creek, Mich.

Why Not Have a Powerful Abdomen?

(Continued from page 43)

bend until the forearms and elbows are resting on the floor. While these motions are being carried out the head is describing a semi-circle downward.

Apply pressure to the hands and draw the chest forward close to the floor, stretching from the toes. Gradually push up the body until the original position is assumed, the head at the same time describing a semi-circle backward. Throughout the exercise the fingers and toes must not shift in the least.

It is best to practise slowly and sparingly at first, with half-minute rests between repetitions of the exercise, and no attempt to secure the full force and effect of it until the motions have been accurately gone through. Unless used to strenuous exercise one should give less than three minutes to this, although enough exertion should be employed to start perspiration. Thereafter this exercise should be performed twice daily, preferably upon rising and retiring. In no case should physical exercise be indulged in until two hours after eating.

I recommend a hot shower bath followed by a cold one and a good rub down with a rough towel at least three times a week.

There are some exercises for strengthening the abdomen which you can practise at almost any time of the day, whether sitting or walking. For instance there is that of retracting or drawing in the abdomen and expanding the chest, which also helps to give better posture and put all of the organs up in their natural positions.

A slouchy carriage and a protruding abdomen indicate a sagging or prolapsus of the stomach and other organs. Nearly everyone who is not a physical culturist experiences more or less of this dropping down of the kidneys, liver, spleen, stomach and other vital parts. The beauty of this exercise is that you can practise it while walking along the street.

When sitting down you may use the exercise shown at the head of this article—that of rais-



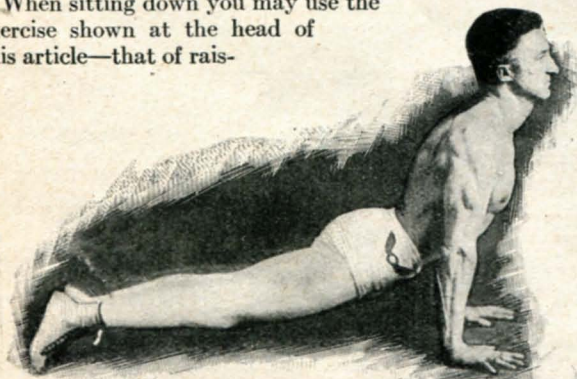
This retraction or drawing in of the abdomen is a particularly valuable exercise, not only for the abdominal muscles but for overcoming any prolapsus or sagging of the stomach and other internal organs. Keep these organs up in their normal position. Combine this vigorous drawing in of the abdomen with chest expansion, as noted in the photograph. You can practise this exercise when standing or walking on the street or at home, at any and all times, and it will help to give you permanently better posture.

ing the body to arms' length and holding the legs out straight in front of you in the "L" position. You do not need an armchair; you can take hold of the seat of a chair for this purpose, but the exercise is more interesting if done with an armchair. There is more action and it gives one more exercise for the arms. Repeat as many times as you can. You will profit by doing this a number of times each day, or whenever you think of it.

It is always possible, after you have gained control of the muscles about the abdomen and waist line, to exercise them purely by voluntary contraction. This exercise has sometimes been called "tensing." Perhaps you will best get the idea of doing this when you think of hardening the abdominal walls; in other words, just harden or contract them in the manner shown in the photograph at the bottom of the first page of this article.

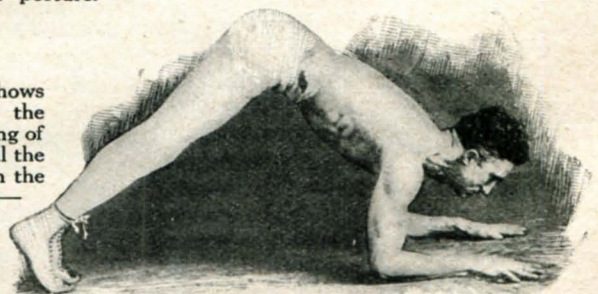
You may not at first make them quite so apparent, but unless there is too much fatty covering you will soon reach the state of development wherein the "wash-board" appearance of the stomach muscles will be evident. If you will take a pride in improving this part of the body and persist in exercise for these parts, you will soon acquire a development such that one can strike you in the abdomen without hurting you.

The simple exercise of lying on the back, placing the feet under a heavy object and raising to a sitting position, is very well known. It is extremely effective. A percussion exercise, which consists of tapping or pounding the abdominal walls either with the sides of the hands or with the clenched fists, hardening the abdominal muscles to resist these blows, will be found interesting exercise after you are strong enough to be able to do it comfortably. Try it lightly at first. It is very effective.



This "floor-dip" exercise is described in more detail in the text. A (above) shows toes extended, fingers underneath the shoulders.

B (at right) shows the raising of the hips and bending of the elbows until the latter rest upon the floor. Then—



C. Apply pressure to the hands and draw the chest forward close to the floor, stretching from toes, as in this lower photo. Push up to first position and repeat ad libitum, without moving hands or toes.

New Stomachs for Old In 48 Hours

By R. S. Edwards

THOUSANDS of people who suffered for years with all sorts of stomach trouble are walking around to-day with entirely re-made stomachs—stomachs which have been re-made in from 48 to 72 hours! They enjoy their meals and never have a thought of indigestion, constipation, or any of the serious illnesses with which they formerly suffered and which are directly traceable to the stomach.

And these surprising results have been produced not by drugs or medicines of any kind, not by foregoing substantial foods, not by eating specially prepared or patented foods of any kind, but by eating the plainest, simplest foods *correctly combined!*

These facts were forcibly brought to my mind by Eugene Christian, the eminent Food Scientist, who is said to have successfully treated more than 23,000 people with foods alone.

"Man Is What He Eats"

As Christian says, "what we take into our stomachs today, we are tomorrow." Food is the source of all power; yet not one person in a hundred knows the chemistry of foods as related to the chemistry of the body. The result is we are a nation of "stomach sufferers."

Christian has proved that to eat good, simple, nourishing food is not necessarily to eat correctly. In the first place, many of the foods which we have come to regard as good are in reality about the worst things we can eat, while others that we regard as harmful have the most food value.

But perhaps the greatest harm which comes from eating blindly is the fact that very often two perfectly good foods when eaten at the same meal form a chemical reaction in the stomach and literally explode, liberating dangerous poisons which are absorbed by the blood and circulate throughout the system, forming the root of all or nearly all sickness, the first indications of which are acidity, fermentation, gas, constipation, and many other sympathetic ills leading to most serious consequences.

And yet just as wrong food selections and combinations will destroy our health and efficiency, so will the right foods quickly create and maintain bodily vigor and mental energy. In my talk with Eugene Christian, he told me of some of his experiences in the treatment of disease through food—just a few instances out of the more than 23,000 cases he has on record.

Correct Eating for Success

One case which interested me greatly was that of a young business man whose efficiency had been practically wrecked through stomach acidity, fermentation and constipation, resulting in physical sluggishness which was naturally reflected in his ability to use his mind. He was twenty pounds underweight when he first went to see Christian and was so nervous he couldn't sleep. Stomach and intestinal gases were so severe that they caused irregular heart action and often fits of great mental depression. As Christian describes it, he was not 50 per cent efficient either mentally or physically. Yet in 24 hours, by following

Christian's suggestions as to food, his constipation was relieved, although he had formerly been in the habit of taking large daily doses of a strong cathartic. In five weeks every abnormal symptom had disappeared—his weight having increased 6 lbs. In addition to this, he acquired a store of physical and mental energy so great in comparison with his former self as to almost belie the fact that it was the same man.

Another instance of what proper food combinations can do almost overnight was that of a man one hundred pounds overweight whose only other discomfort was rheumatism. This man's greatest pleasure in life was eating. Though convinced of the necessity, he hesitated for months to go under treatment, believing he would be deprived of the pleasures of the table. He finally decided, however, to try it out. Not only did he begin losing weight within a few days, regaining his normal figure in a matter of weeks, but all signs of rheumatism disappeared, and he found the new diet far more delicious to the taste, and affording a much keener quality of enjoyment than his old method of eating, and wrote Christian a letter to that effect.

A Remade Man at 70

But perhaps the most interesting case that Christian told me was that of a multi-millionaire—a man of 70 years of age, who had been traveling with his doctor for several years in search of health. He was extremely emaciated, had chronic constipation, lumbago, and rheumatism. For more than twenty years he had suffered with stomach and intestinal trouble which in reality was superaciduous secretions in the stomach. The first menus given him were designed to remove the causes of acidity, which was accomplished almost overnight. And after this was done he seemed to undergo a complete rejuvenation. His eyesight, hearing, taste and all of his mental faculties became keener and more alert. He had had no organic trouble—but he was starving to death from malnutrition and decomposition—all caused by the wrong selection and combination of foods. Almost immediately after following Christian's advice this man could see results, and after six months he was as well and strong as he ever had been in his life.

Christian's Discovery Now Available for All

These instances of the efficacy of right eating I have simply chosen at random from perhaps a dozen Eugene Christian told me of, every one of which was fully as interesting, and they applied to as many different ailments. Surely this man Christian is doing a great work.

I know of several instances where rich men and women have been so pleased with what he has done for them that they have sent him a check for \$500 or \$1,000 in addition to the amount of the bill when paying him.

There have been so many inquiries from all parts of the United States from people seeking the benefit of Eugene Christian's advice and whose cases he is unable to handle personally that he has written a

little course of lessons which tells you exactly what to eat for health, strength, and efficiency. This course is published by The Corrective Eating Society of New York.

How You Can Try This Method Without Risking a Penny

Much could be written about the cause and the remedy for stomach disorders, and Eugene Christian's methods. But that is unnecessary, for you can now test them out in the privacy of your home without risking a penny. These methods are not new and untried theories, for more than 200,000 people in all walks of life bought this course at \$3.50, and are using it and indorse it in the most enthusiastic terms.

The publishers have left on hand only a limited edition of Eugene Christian's Course, which they wish to dispose of before the New Edition comes off the press. The price at which nearly two hundred thousand of these sets have been sold is \$3.50. But these few remaining sets are being offered at only \$1.97 plus postage for as long as they last, so if you act quickly you can get these wonderful secrets at a big saving.

Send No Money

Simply put your name and address on the coupon below and mail it NOW. Give the postman only \$1.97 (plus postage) in complete payment, when the course arrives.

Look the course over carefully. Put it to the test. Judge by results. If you don't notice a great improvement within ten days after starting, send it back and your money will be refunded. You can clearly see that an offer like this could not be made unless the publishers were confident that Eugene Christian's methods will produce remarkable results for you, as they have for thousands of others who gladly paid \$3.50 for the Course.

But immediate action is necessary. There is no need for you to suffer from stomach disorders any longer—and remember, this special price can be held only as long as the few sets last.

Cut the coupon now and send it at once so as to be sure to avoid disappointment. You will surely agree that health, happiness and comfort are worth the trial. Write to-day. Corrective Eating Society, Dept. 277, 43 West 16th Street, New York City.

If you prefer to write a letter, copy wording of coupon in a letter or on a postcard.

CORRECTIVE EATING SOCIETY

Dept. 277, 43 West 16th St.
New York City.

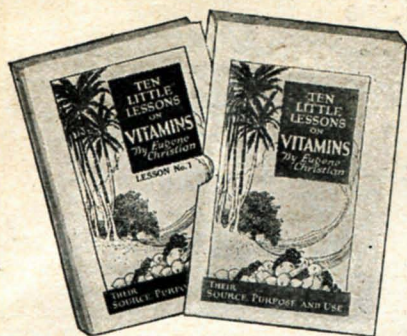
You may send me Eugene Christian's Course in Corrective Eating in 24 lessons. I will pay the postman only \$1.97 (plus postage) on arrival. If I am not satisfied with it, I have the privilege of returning it to you after a 10-day trial. It is, of course, understood that you are to refund my money if I return the course.

Name.....

Street.....

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Price outside U. S. \$2.15 cash with order.



Vitamins Are As Necessary As the Air You Breathe

Without them you would die in about 60 days.

Without sufficient of them health is impaired and resistance to disease is lessened.

Everyone should know the facts about Vitamins and how to get enough to insure health, but few do know, because they have had no way of finding out.

Tremendously Valuable Information Is Now Available

Until a very few years ago we did not even know that Vitamins existed. True, scientists were aware that there was some mysterious quality in certain foods that exerted a powerful influence over health and growth but what it was, and how it acted were as a closed book.

Well knowing that they were on the verge of a discovery of tremendous importance to humanity the foremost food experts of two continents went to work in deadly earnest and by means of exhaustive experiment both on animals and human beings with every conceivable kind of food and combination of foods they were enabled to identify the three kinds of Vitamins A, B and C, to fully determine in just which foods each is found, what effect each has upon the human organism, how cooking affects them—many things, all nature's innermost secrets, that until now have been shrouded in mystery.

Eugene Christian, F. S. P., internationally known food expert whose name is familiar in practically every American home, led the work in this country, at the same time keeping closely in touch with the results obtained by the other scientists working along similar lines. Every finding regarding Vitamins of whatever nature is fully known to him and from the vast amount of authentic information at his disposal he has written a treatise upon the relation of Vitamins to the human body that is invaluable to everyone wishing to retain health and get the most out of life.

Written as it is in simple, straight-to-the-point English without technicalities or scientific language

Ten Little Lessons on Vitamins

is a plain and easily followed guide to an adequate supply of the substances that come nearest to being the elixir of life that has ever been discovered.

The dozens of menus made up of delicious vitamin-rich foods are alone worth several times the price charged for the entire set.

PHYSICAL CULTURE, having the interests of its readers at heart, has kept closely in touch with the entire situation as affecting vitamins and as soon as Mr. Christian's great work was finished arranged to make it available to Physical Culturists everywhere.

It Is Now Ready

You can get it subject to our regular money back guarantee.

Instruct us to send you a copy to-day. A coupon is attached for your convenience. Pay the postman \$2.00 upon receipt with the full understanding that if for any reason you do not wish to keep it you can send it back for a prompt refund of your money.

Physical Culture Corporation
Dept. 7, 119 W. 40th St., New York City

PHYSICAL CULTURE CORPORATION,
Dept. 7, 113-119 West 40th St., New York.

I am interested in TEN LITTLE LESSONS ON VITAMINS. Please mail me a set and I will pay the postman \$2.00 upon receipt.

It is fully understood, however, that if I do not feel that it is worth much more than the price charged, I may return it in perfect condition within 5 days after I receive it and my money will be refunded immediately and without question.

Name.....

Address.....

City.....

Fighting Mad

(Continued from page 47)

CHAPTER XXXVII

There was a big crowd at the fight, for the man against whom I was matched was a native of the town. At that time Charley Ring was considered the best pugilist of his weight in California.

As the referee was introducing me to the crowd, I looked about carelessly. Suddenly my eyes rested on a man sitting at the very ringside. All the other faces on the instant became a dull gray background; this face alone stood out as though painted in some vivid color. I leaned heavily on the ropes, and forgot to duck my head to the cheering people. The man I saw before me was none other than Billy Hartley.

There was no mistaking that warlike nose and those large luminous eyes. It was indeed Billy Hartley—a Billy Hartley who looked healthier than he had in our college days. He sat carelessly in his seat; his eyes met mine indifferently, with no light of recognition in them. Evidently I was a stranger to him.

For six rounds I fought automatically, with the years of pugilistic habit strong upon me. In the seventh, falling into a clinch, I saw Billy Hartley over Ring's heaving shoulders. He was rising from his seat. I knew that he had recognized me.

At that moment, I felt like jumping over the ropes, like running through the crowd, like flying somewhere—anywhere to be alone, all alone, where no curious eyes could look into mine and where no familiar voice could say: "Why, I knew him well! See how he has changed!"

Suddenly a blind anger seized me—anger that fate should play me such a trick. Was it not enough that I had made myself into another man? Could I not remain undisturbed in the new existence which I had created for myself? Had I not suffered enough, without having the old "Deacon" Colgate thrown at my head?

All these thoughts passed through my brain like lightning before the storm, and then a tempest of fury enveloped me. I centered all my rage on my antagonist. I pictured him as fate, and vented all my stored-up hate on him.

I pushed him away from me with such force, that he shot back against the taut ropes like a catapult. Then I leaped forward and enveloped him in blows. I must have gone mad. Everything turned red before my eyes. I remember nothing more of that fight.

They told me later that I fought like a dozen different men; that I was here, there and everywhere; that I rained blows on the "pride of Los Angeles," till he bent under them like a tree beneath the weight of the wind. But I remember nothing—only the referee holding up my gloved hand in sign that I had won, Billy's

face and staring eyes, and the cheering that came to me as from a great distance.

"Hippo" lifted me in his arms and carried me into the dressing room. "Now you'll go to New York!" he was crying excitedly. You've done it, Kid! There ain't none better than Ring in the state. You'll have to go to New York!"

His words rang in my ears like a prophecy. In vain I repeated dully: "No, I won't go to New York." Somehow I knew that they were empty words, and that I was surely going. There are times like this in every man's life, when he feels that it is useless to struggle—for fate, regardless of his wishes, will move him where it pleases.

Some time later, as I was dressing, a knock sounded on the door. "Hippo" answered it, and, after a moment's whispered conversation, came back to me.

"There's a young sportin' gent by the name of Hartley out there," said he. "He wants to see yer bad. Says it's important. Shall I let him in?"

"No, don't let him in!" I cried hastily.

But it was too late. Billy had pushed open the door and entered. Without a word he walked up to where I sat in my sleeveless undershirt, and, bending down, looked at my forearm. I lost my head at that. With an inarticulate cry, I put my hand over the scar.

"My God!" Hartley cried, turning very white and supporting himself against the wall. "My God, It is 'Deacon' Colgate!"

For a moment there was silence in the room, broken only by the steady ticking of "Hippo's" large silver watch. At last I lifted my battered face out of my hands and looked Hartley in the eyes.

"No, Billy," I answered, "'Deacon' Colgate is dead."

CHAPTER XXXVIII

An hour later Billy and I still sat in the dressing room. We were alone, for "Hippo," with a delicacy which he sometimes exhibited, had left us.

"And I thought you were dead and buried years ago," Billy was saying. "Why your name was on the death list of that railroad wreck. Then Roberts wrote me and said that he'd gone to your funeral. Now I find you here, and turned into a pug—a first rate pug, if I know anything about the game—with a different name, and a different face, and—"

"And a different soul, Billy," I broke in. "I'm not the same man at all. You're not finding the real 'Deacon' Colgate—just the damaged shell of him."

"If it hadn't been for that burn," Billy continued, "I never would have recognized you. I kept staring at it and

thinking how strange it was that another man should have exactly the same kind of scar on his arm. Then I remembered how you had looked at me, while the referee was introducing you and King. I began to put two and two together, and—"

"And came to the dressing-room to make sure?"

"Exactly. Even then you might have fooled me, if you hadn't put your hand over the burn and cried out. That gave you away. But hurry up and dress. We've got to get out of here."

"But where are we going?" I asked listlessly.

"To my house for dinner. I wouldn't miss getting at the bottom of your mystery for a good deal."

"Where do you live?"

"Just around the corner. We'll be there in no time."

I felt as weak as water. All resistance had died out of me. I was too tired to waste effort on anything. My blind fury in the ring was the last flare of hatred. My head ached from heavy blows, and I felt that I must have rest. I followed Billy out of the dressing-room, as a child might follow his mother.

In silence we walked two blocks or more. Finally we turned in through a gateway, and strolled up a gravel path which led to a small house, hiding away bashfully behind several tall trees. Hartley drew out his latch key, and, opening the door, ushered me into a cozy-looking living-room.

"You don't mind if I leave you here?" he said. "I want to go up and tell Louise. She'll be so glad. Sit down and rest. I won't be a minute."

Sitting in that little room, I was conscious of a peculiar atmosphere, an atmosphere which I had not known in years—the atmosphere of home. Houses reflect the character of their inmates, especially their women inmates. Now, as I waited, I knew in some vague way—by the atmosphere of home, perhaps—that Louise had not changed.

While Billy was gone, I looked about me. Over the mantelpiece was a picture of our fraternity chapter at Columbia. I walked over and glanced up at it.

There was the old "Deacon" Colgate; and beside him, with his arm about his waist, sat Bruce Smythe. At another time this picture would have roused me into a fit of rage, but now I turned my eyes away with a weary sigh. Even the power to hate was falling from me.

Below the picture was a mirror which ran the length of the mantelpiece. I looked into it—then put my hands before my battered face. There on the wall was the happy healthy face of the old "Deacon" Colgate; and here, staring at me from the mirror like some horrible nightmare, with smashed nose and drooping eyelid, with scarred cheek and bristling hair, was the fighting mask which men called "Young Lewis."

The change was too great. Now, for



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Old methods of brushing leave much of that film intact. The film absorbs stains, so the teeth look discolored. Film is the basis of tartar.

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That film holds food substance which ferments and forms acids. It holds the acids in contact with the teeth to cause decay.

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Dental science, after long research, has found two film combatants. Many careful tests have proved their efficiency. Leading dentists everywhere urge their daily use.

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Pepsodent brings two other effects which authority now deems essential. It multiplies the starch digestant in the saliva.

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From a Lady--"I am sure grateful for Clear-Tone as it made a change in my face in less than a week." Miss Lillian Kuster, Pa.

From a Soldier--"It is certainly wonderful." Louis Langer, Troop F, 3rd Cavalry, Ft. Ethan Allen, Vt.

From a Flyer--"Cleared my face of Acne." H. J. Howald, N. H. Station, Pensacola, Fla.

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Thousands of Others--men and women--praise Clear-Tone. We'll gladly send copies of most interesting testimonials.

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the first time, I saw the awful gulf which the toiling years had dug between these two—a gulf that no bridge could span—the gulf of life which divides Heaven from Hell, joy from sorrow. I stood shivering on the brink, looking down into the black depths.

What right had "Young Lewis" in this place—"Young Lewis," the prize-fighter, "Young Lewis," the bar-room bully? "Deacon" Colgate would have been welcomed, would have made himself at home. But "Deacon" Colgate was dead; and this fighting machine had taken his place, this machine with battered features and scarred soul—this animal that inspired horror and loathing wherever it went.

Presently Billy would bring Louise to me; and she would pretend to welcome me heartily for old time's sake. But horror and disgust would be looking out of her eyes. I could not blame her. Who could? It was natural women should shrink from "Young Lewis." Others had done it before, and I had laughed; but now I felt it was quite different. I knew that if Louise looked at me thus, the old "Deacon" Colgate would awake to terrible suffering.

Very cautiously I began to tiptoe towards the door. My hat was in the hall. I would seize it and then run—run anywhere out of their world. Billy would never find me, would never drag me back. I would hide away too cleverly. If I could only reach my hat unnoticed.

At this moment footsteps sounded on the stairs. As I stood irresolute, Billy and Louise entered. I had lost my chance. I must face it out.

At the first glance, Louise seemed scarcely to have changed; but, on looking closer, I saw a new seriousness in her dark eyes, a trace of sadness about her lips. As she advanced, her hand fluttered up to her breast.

"You have come back to us!" she whispered. "From the grave, you have come back to us!"

I took her hand and looked deep into her eyes. I expected to see aversion mirrored there. I felt that if I could detect the slightest trace of it, I would leave and go out into the twilight alone. But her eyes were as unclouded as a sunny sky. They smiled on me, gladdening my heart as it had not been gladdened in five awful years. Even pity would have been appalling, but there was none of it in her glance—only friendly interest and kindness. I dropped her hand and half turned away. I felt hot tears brimming in my eyes.

"Look at the beautiful sunset, Fred," she said. "Just step to the window and look out. We quite pride ourselves on the view."

Indeed the sky was like an opening rose in the morning, glistening red with the early dew of my tears—and everything was so beautiful, so fragrant in the sleepy light of the setting sun, so filled with the unutterable tenderness of

nature, that I fairly held my breath in wonderment. And looking through those first tears which I had shed in all that weary time, it seemed to me that everything took on a richer, rarer shade, and flashed with their reflected glory. The sky was pale before I again turned to the two in the darkened room.

"It is beautiful," I said, "—very beautiful."

"Yes," she answered, "it is very beautiful—and sometimes very sad."

"Sad?"

"Yes, to me it is sad. I have a strange fancy, and I've had it ever since I was a little child. I've always thought of the sun as sacred. It might be the heart of God, the way it warms the earth and kisses the flowers to life. It's so good to everything, so kind to the weak—old people and little children."

I was silent and hung my head. To have claimed my disbelief of God in her presence, I felt, would have been mere disgusting bravado. The spirit of a God, I had deemed dead, looked out of her eyes.

"I wish I could express things the way she can, 'Deacon'," said Billy. "But I can't somehow. Hello, dinner's ready!"

Soon we were seated at a table in the adjoining room—a small round table which looked very attractive with a bowl of fresh-picked flowers in the centre. I remember little about the meal. My thoughts were on far different things. The atmosphere of home was about me; and their faces, so familiar, so kind, brought back a thousand recollections—a thousand dreams of years gone by.

From the conversation I learned of their life. Mrs. Hartley had died shortly after they had left New York. Billy was now twenty pounds heavier than he had ever been in his life, and was getting healthier every day. They had not received a letter from New York in years—their old friends must have forgotten them. But they never asked me a question; and I thanked them both in my heart for it. It was most considerate of them to leave my aching wounds alone.

At first I felt uneasy and awkward in Louise's presence. I was ashamed of my appearance. I tried to keep my face in shadow as much as possible, and my hands hidden from sight. Soon I began to forget these things, for apparently they mattered nothing to her.

Later we sat out on the porch and watched the moon rising slowly over the tree-tops. I remembered how Eleanor and I had used to sit out thus when we were on our honeymoon. It was a painful thought, and yet it did not bring the usual bitterness in its wake.

Other thoughts came crowding fast. I saw myself running through the fields, a human atom with bitterness and hopelessness imbedded in its soul; and again I saw this human atom wave its hand at the moon and curse it as a reflection of God's face. It had looked down on me

(Continued on page 92)

"NERVES" A subtle and dangerous malady which is undermining the vitality of the American Nation

By PAUL von BOECKMANN

"NERVES"—We hear it everywhere. The physician tells his patient—"It's your Nerves." Sensitive and high-strung women complain of their "Nerves." You see evidence of "Nerves" everywhere—in the street, in the cars, in the theatre, in business, and especially in your home—right in your own family.

We Americans are a nation of nervous people. This is known the world over. Our own Nerve Specialists admit it. It is caused by our "Mile-a-Minute" life; the intenseness of our Natures in everything we do. It is making us the most progressive nation on earth, but it is also wrecking our people. Our crowded insane asylums prove it. Medical records prove it.

Millions of people have sub-normal Nerve Force, and consequently suffer from endless organic and physical troubles, which make their lives miserable.

What is meant by "Nerves?" By "Nerves" is meant Nerve Exhaustion (Neurasthenia), lack of Nerve Force. What is Nerve Force?

We might as well ask "What is electricity?" We do not know. It is the secret of Nature. We *do* know that it is the vital force of life, a mysterious energy that flows from the nervous system and gives life and energy to every vital organ. Sever the nerve which leads to any organ and that organ will cease acting.

The wonderful organ we term the Nervous System consists of countless millions of cells. These cells are reservoirs which store Nerve Force. The amount stored represents our Nerve Capital. Every organ works incessantly to keep the supply of Nerve Force in these cells at a high level, for Life itself depends more upon Nerve Force than on the food we eat or even the air we breathe.

If we unduly tax the nerves through overwork, worry, excitement, or grief, if we subject the muscular system to excessive strain, or, in any way, consume more Nerve Force than the organs produce, the natural result must be Nerve Bankruptcy, in other words, Nerve Exhaustion, Neurasthenia, or "Nerves."

There is but one malady more terrible than Nerve Exhaustion—its kin, Insanity. Only those who have passed through a siege of Nerve Exhaustion can understand the meaning of this statement. It is HELL; no other word can express it. At first, the victim is afraid he will die, and, as it grips him deeper, he is afraid he will not die—so great is his mental torture. He becomes panic-stricken and irresolute. A sickening sensation of weakness and helplessness overcomes him. He becomes obsessed with the thought of self-destruction.

Nerve Exhaustion is not a malady that comes suddenly. It may be years in developing and the decline is accompanied by unmistakable symptoms, which can readily be recognized.

The symptoms of Nerve Exhaustion vary according to individual characteristics, but the development is usually as follows:

FIRST STAGE: Lack of energy and endurance; that "tired feeling," especially in the back and knees.

SECOND STAGE: Nervousness; sleeplessness; irritability; decline in sex force; loss of hair; nervous indigestion; sour stomach; gas in bowels; constipation; irregular heart; poor memory; lack of mental endurance; dizziness; backache; headaches; neuritis; rheumatism, and other pains.

THIRD STAGE: Serious mental disturbances; fear; undue worry; melancholia; dangerous organic disturbances; suicidal tendencies, and, in extreme cases, insanity.

How often do we hear of people, running from doctor to doctor, seeking relief from a mysterious "something the matter" with them, though repeated examinations fail to show that any particular organ is weak or diseased. How often do we hear of people racking their brains, trying to discover the reason of their failure in business, in a pro-



Paul von Boeckmann

Author of Nerve Force and scores of other books on Health, Psychology, Breathing, Hygiene and kindred subjects. Over a million of his various books have been sold during the last 25 years.

Prof. von Boeckmann is the scientist who explained the nature of the mysterious Psycho-physic Force involved in the Coulton-Abbott Feats, a problem that had baffled the leading scientists of America and Europe for more than thirty years, and a full account of which has been published in recent issues of Physical Culture Magazine.

fession, love, or any undertaking. They would give anything to lay their finger on the stumbling block of their lives—the door that locks out their ambitions, the wall that blocks their progress. The answer is: Lack of Nerve Force. In short, Nerve Force means Life Force—Brain Force—Vital Force—Organic Force—Dynamic Force—Personal Magnetism—Manliness and Womanliness.

No man WITH Nerve Force has ever stood in a bread line.

No man WITH Nerve Force has ever been down and out.

No man WITH Nerve Force has ever acknowledged himself "licked."

No man WITH Nerve Force has ever failed to attain success.

This, of course, applies to women as well as men.

And, on the other hand, WITHOUT Nerve Force no person of either sex in any walk of life has ever reached the top, has ever achieved success, or has ever gotten the fullest enjoyment from life itself. WITHOUT an abundant supply of Nerve Force our lives are wrongly adjusted, we fail to utilize our full powers, and we cheat ourselves of our birthright of health and vigor.

"A sound mind in a sound body" depends upon sound nerves. And to be a WINNER, even in a small way, demands, first of all—NERVE FORCE.

If your NERVES have reached any of the three stages of depletion, you ought to take immediate steps to determine the cause and to learn what to do to build up your Nerve Force.

I have made a life study of the mental and physical characteristics of nervous people, having treated more cases of "Nerves" during the past 25 years than any other man in the world (over 90,000). My instruction is given by mail only. No drugs or drastic

treatment of any kind are employed. My method is remarkably simple, thoroughly scientific, and always effective.

I shall agree to send you further information regarding my system of treatment FREE and without any obligation on your part. Everything is confidential and sent sealed in a plain envelope.

You should read my 64-page book, "NERVE FORCE." The cost of this book is only 25 cents (coin or stamps). The book is not an advertisement of any treatment I may have to offer. This is proved by the fact that large corporations have bought and are buying this book from me by the hundreds and thousands for circulation among their employees—Efficiency. Physicians recommend the book to their patients—Health. Ministers recommend it from the pulpit—Nerve Control, Happiness. Never before has so great a mass of valuable information been presented in so few words. It will enable you to understand your Nerves, your Mind, your Emotions, and your Body for the first time.

Read the book at my risk, that is, if it does not meet with your fullest expectations, I shall refund your money PLUS your outlay for postage. My advertisements have been appearing in this and other standard magazines for more than 20 years. This is ample evidence of my integrity and responsibility.

The following extracts are quoted from letters written by people who have read the book:

"I have gained 12 pounds since reading your book, and I feel so energetic. I had about given up hope of ever finding the cause of my low weight."

"I have been treated by a number of nerve specialists, and have traveled from country to country in an endeavor to restore my nerves to normal. Your little book has done more for me than all other methods combined."

"Your book did more for me for indigestion than two courses in dieting."

"My heart is now regular again and my nerves are fine. I thought I had heart trouble, but it was simply a case of abused nerves. I have reread your book at least ten times."

A woman writes: "Your book has helped my nerves wonderfully. I am sleeping so well and in the morning I feel so rested."

"The advice given in your book on relaxation and calming of nerves has cleared my brain. Before I was half dizzy all the time."

A physician says: "Your book shows you have scientific and profound knowledge of the nerves and nervous people. I am recommending your book to my patients."

A prominent lawyer in Ansonia, Conn., says: "Your book saved me from a nervous collapse, such as I had three years ago. I now sleep soundly and am gaining weight. I can again do a real day's work."

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Enclose 25c if you wish the book.

I Was Nearly Blind

How I Strengthened My Eyes

By Bernarr Macfadden



Bernarr Macfadden

This question indeed presented a tremendous problem. I finally determined that I had overworked my eyes. That my physical status was below par. I took a vacation. My eyes improved slightly but I was not satisfied. I fasted absolutely for seven days and a still greater improvement was noted, but this was only the beginning.

I began a careful study of the eyes and all of the scientific methods used in adding to their strength. Eventually I was rewarded with a complete return of vision.

That was eighteen years ago. I wrote a book as a result of this experience that has been printed in several editions. I finally met a scientist who has also dug deeply into the knowledge of human vision. I then collaborated with him, took the facts that I had gained from personal experience, added to them much of the invaluable information gleaned by the scientist and as result I have a course entitled:

"Strengthening the Eyes"

that is priceless in value to those whose eyes need additional strength.

This course is worth just as much as your eyesight is worth. It will present methods of strengthening the eyes that are different and dependable. It will give you an insight into the source of eye strength that is invaluable to those who wish to preserve their eyesight.

Now, in my fifty-fourth year, notwithstanding the enormous amount of editorial and literary work which I have done, I have never worn glasses. When I was thirty-five an oculist told me that I would be blind before I was forty if I did not wear glasses. It is my contention that glasses are crutches and that they actually weaken the eyesight.

I want you to read my book if you value your eyesight. I want you to read it at my expense.

Send No Money

You are not required to send any money. The course is sent to you on five days' trial. You pay the postman \$5.00 when he hands it to you, but if you are dissatisfied with the course after having retained it for five days, return it to me and your money will be refunded without question.

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It is understood if after trying it for five days I decide not to keep it you will immediately refund my \$5.00 upon return of the course.

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since, lying drunken, helpless in the fields, and, although I had cursed it, so surely was it big and bright in the sky, so surely did I sleep dry and safe in the meadows.

A gentle breeze came up which stirred the branches of the trees and made them bow and whisper to each other. Light fleecy clouds, like moths about a candle, flew across the moon. Far away there came the plaintive call of an owl, rising and falling on the velvet sounding-board of the night. At last I turned to Louise and Billy.

"You've been very kind to me," I began, "and patient, too. You're the first people I've confided in, whom I ever want to confide in. I know you'll be able to understand, even if I was a weak fool and worse."

"Yes," said Billy, "we'll be able to understand. Don't worry about that, 'Deacon.'"

"I think you will. You both met my wife, and you know what I thought of her. She was everything to me—she and Smythe. Yes, Smythe came back. He came back and pretended to be my friend. He and Eleanor made me forget God. I asked myself if there were anything really genuine in the world. My world was made up of wife and friend; and neither was real. They were acting a part, day after day. She kissed me and Smythe shook my hand. It was horrible! God must have laughed. I found them in each other's arms. You can imagine how I felt. She said: 'Fred will be home soon, dearest, and then we'll have to act the part of friends again. How stupid he is!' And all the time I was there, you see. But they didn't know it—not until afterward. It was an amusing scene, very; and,—My God! I can't tell you this!"

Billy touched me on the shoulder. I heard his voice in my ear. "Don't talk about it any more, 'Deacon.' I was a fool to let you go on. Poor old fellow!"

I mastered myself by a mighty effort. "I'm awfully sorry, Louise—" Then I hesitated, for I saw that she was crying softly.

"It's her kind heart," Billy whispered in a shaking voice. "She—" But here he broke off to blow his nose sonorously.

After a little while, I continued in a calmer tone. "It's five whole years since then, and it's been with me constantly—that scene. I've never spoken to a soul about it, and I've never shed a single tear in all that time. I thought that they had dried up forever. But to-night I'm softened somehow. The tears have washed something away—something heavy, which weighed me down. God bless the tears."

"And so I went mad," I resumed, "and boarded the train for Chicago. I met a fraternity brother in the smoker, and loaned him my pin. Then the wreck. He was killed and I escaped."

"And they took his body for yours?"

Billy asked, his voice steady again.

"Yes. It was charred to a cinder, and they identified it by the pin. As I fled from the burning train, I made myself into a new man—I cast God out of my heart. The horrible screaming of a woman rang in my ears; and the moon looked down so tranquilly, so serenely! I vowed to myself that I would tear out of my inner being all belief in God, all love for my wife, and all trust in my fellow-men."

"And did you?" Louise asked.

"You see me," I cried bitterly. "And yet ask that question? I've been tramp, thief, blasphemer, and drunkard. Why, there's not a patch of mire in this state that I've not wallowed in. I'm plastered with muck from head to foot, and then you ask me that."

"Did you?" she repeated.

"I've fought in the ring, and I'm known as a dirty fighter. I try to beat my man to a pulp—I have no pity. 'He's made in the likeness of God,' I say to myself—and then strike out from the shoulder. I beat a man to death last year in Mayersville. Do you still ask me that question?"

"Did you?"

For a moment I was silent. When I answered, it seemed as though heavy stones were rolling off my breast. "No," I cried, "I did not. Strange as it may seem, I did not. I kept saying aloud that I did; but, in my soul, I never lost my belief in God, my trust in my fellow men, my love for my wife. They were always there, struggling to find expression. The extreme egotist alone is a disbeliever. He is sufficient unto himself, and can imagine nothing more perfect. The real disbeliever does not go about shouting that there is no God. No, he ignores the subject. To him God means nothing. I kept on declaring that there was no God, because I believed implicitly in Him. In desperation I hurled my defiance at Him. Each time I felt that I was grappling with some unknown power in the dark; and, in my soul, I was afraid, like a bad little boy defying his nurse.

"And your trust in others?" Billy asked. How about that?"

"The same as my belief in God. I went about pretending that I trusted nobody; and yet I trusted 'Hippo,' my trainer. He took care of my money."

"And your love?" asked Louise softly.

"I fought against it, yet I could not extinguish it. For a time it seems to die down, and then it flares up brightly at some chance word or look. Why as I sat here to-night and saw the moon rising over the tree tops, I seemed to be on my honeymoon again, and could almost imagine Eleanor beside me. I will never get over it—never!"

"But why try to get over it? Why not go back to her?"

"Go back to her!" I cried. "Go back to her?"

(Continued on page 94)

Women Give Him No Rest Since Discovering Skin Laxative

He Physics the Skin and Purges Every Pore Making Any Complexion Beautiful in One Hour

BY WILLIAM R. DURGIN

WHAT THE OBSERVER SAW

A Chicago laboratory full of women of every age, with skins good, bad—and worse. Sallow complexions; dull complexions; some were pimpled. One was a mass of blackheads.

—Then a young man, serious of countenance, but with a skin of startling fairness, applied the magic element to each face AND In forty minutes I beheld a roomful of absolutely beautiful women! Features unchanged, but what complexions! Science had turned artist. It was amazing.

—While out in the corridors a throng was pleading for admittance.

A BEAUTIFUL complexion is now a mere matter of personal cleanliness! Thanks to a young English scientist, every woman so minded can make her skin beautiful while she waits! Small wonder this young man receives more letters than any moving picture idol in his halcyon days—and has had twice to remove his laboratory to a more secluded spot.

One must believe what one sees, and the writer has found accounts of this discovery indeed true. I have seen the magic of modern chemistry change the most lifeless, impoverished skin to one of radiant color and velvet texture in less than an hour! It is wonderful.

The newly-found element actually **physics one's skin**. Its action is gentle, but positive. Its use is delightful, not distasteful, for it is applied outside. Put it on; slip into your easy chair to dream or doze; in less than an hour the skin pores move. Impurities that are clogging your facial pores come out as if squeezed from a tube. It's a wonderful feeling, this flushing of the pores. They tingle with relief and relaxation. When you pick up your handglass you'll almost drop it with surprise—for the new bloom of color and texture of skin are simply marvelous.

Same Results for Men

Terradermalax is the scientific name of this modern achievement. It is not a cosmetic, cream or other beauty nostrum. It is harmless; it is hygienic and helpful to the skin. Women on whom Mr. McGowan experimented daily for months, show skins and complexions of striking health and beauty.

The discovery will mean as much to many men as it does to women; Terradermalax has the same marvelous clarifying powers on any human skin—whether it be the fine-textured skin of women or the coarser-textured man's skin.

How It Works

This new element is blended into plastic clay of exquisite smoothness. Place it on the face like a poultice. No expert masseuse's fingers ever felt so soothing, for you feel this laxative working on every inch of skin. In an hour, or less, wipe off with a towel—and with it every blackhead, pimple-point, speck and spot of dirt. That's all. For a week or two, it is well to move the skin every other day. Then once a week suffices. In the end, the skin is trained to function without aid.

Not on Sale

Unfortunately, Terradermalax cannot be stocked by druggists. The active ingredients that loosens the pores of the skin structure must be fresh. The laboratory carefully seals each jar and dates every label. On store shelves, this laxative element would lose its force, and then the application would have no more effect than the ordinary massage. So the laboratory supplies the users direct.

How to Obtain a Supply of Terradermalax

Making this new material is slow work. But the laboratory fills requests for single



M. J. MCGOWAN, WHOSE DISCOVERY LEAVES LITTLE USE FOR SKIN SPECIALISTS OR BEAUTY PREPARATIONS

jars in the order received. Each jar is a full two months' supply; with it comes McGowan's own directions. Send no money but pay the postman a total of only \$2.50 when he brings your jar, fresh from the laboratory. McGowan says: "Any woman whose skin and complexion do not receive instantaneous and perfectly astonishing benefits that she can feel and see may have this small laboratory fee back without question."

If you expect to be out when the postman calls, you may as safely send check or money order for \$2.50 with your application, as the laboratory guarantee will protect you just the same.

Sallow, oily or muddy skin will soon be looked on not as a misfortune, but evidence of neglect. So if you desire a skin of God-given purity, softness and coloring, here is your opportunity. Just fill out this application—but do not delay mailing it.

DERMATOLOGICAL LABORATORIES
329 Plymouth Court, Chicago:

Please send two months' supply of freshly compounded Terradermalax soon as made. I will pay postman just \$2.50 for everything. My money to be refunded if the very first application does not show surprising improvement. [114]

(Write name and address plainly on these two lines)

(Canadian applications should enclose fee)

Why We Should Bathe Internally

MUCH has been said and volumes have been written describing at length the many kinds of baths civilized man has indulged in from time to time. Every possible resource of the human mind has been brought into play to fashion new methods of bathing, but, strange as it may seem, the most important, as well as the most beneficial, of all baths, the "Internal Bath," has been given little thought. The reason for this is probably due to the fact that few people seem to realize the tremendous part that internal bathing plays in the acquiring and maintaining of health.

To avoid any misconception as to what constitutes an internal bath, let it be said that a hot water enema is no more an internal bath than a bill of fare is a dinner.

If it were possible and agreeable to take the great mass of thinking people to witness an average post-mortem, the sights they would see and the things they would learn would prove of such lasting benefit and impress them so profoundly that further argument in favor of internal bathing would be unnecessary to convince them. Unfortunately, however, it is not possible to do this, profitable as such an experience would doubtless prove to be.

Few people realize what a very little thing is necessary sometimes to improve their physical condition. For instance, that universal disorder from which almost all humanity is suffering, known as "constipation," "auto-intoxication," "auto-infection," and a multitude of other terms, is not only curable, but preventable, through the consistent practice of internal bathing.

How many people realize that normal functioning of the bowels and a clean intestinal tract make it almost impossible to become sick?

There is entirely too much unnecessary and avoidable sickness in the world.

You can name but few people, including yourself, who are physically vigorous, healthy, and strong—yet five to ten minutes of time devoted to systematic internal bathing can make you healthy and maintain your physical efficiency indefinitely, and it will do this for people of all ages and in all conditions of health and disease.

People don't seem to realize, strange to say, how important it is to keep the body free from accumulated body-waste (poisons). Their doing so would prevent the absorption into the blood of the poisonous excretions of the body and health would be the inevitable result.

If you would keep your blood pure, your heart normal, your eyes clear, your complexion clean, your mind keen, your blood pressure normal, your nerves relaxed, and be able to enjoy the vigor of youth in your declining years, practice internal bathing and begin today.

A most interesting booklet entitled "THE WHAT, THE WHY AND THE WAY OF INTERNAL BATHING," was written by Doctor Chas. A. Tyrrell, the inventor of the "J. B. L. Cascade," whose lifelong study and research along this line made him the pre-eminent authority on this subject. Not only did internal bathing save and prolong Dr. Tyrrell's own life, but the lives of a multitude of hopeless individuals have been equally written containing such a vast amount of practical information to the business man, the worker, and the housewife; all that is necessary to secure this book is to write to Tyrrell's Hygienic Institute at Number 152 West 65th Street, New York City, and mention having read this article in PHYSICAL CULTURE and same will be immediately mailed to you free of all cost or obligation.

Avail yourself of this opportunity for learning more about the subject. Do not put it off, but send for the book now while the matter is fresh in your mind.

Don't allow procrastination to cheat you out of your opportunity to get this valuable information, which is free for the asking. If you would be natural, be healthy. It is unnatural to be sick. Why be unnatural, when it is such a simple thing to be well?

B. F. Madon, Santa Cruz, India. Sole Agent for India

(Continued from page 92)

"Yes," she said, leaning toward me. "Yes, go back to her. If you still love her, go back to her. If she is weak, give her your strength to lean upon. You were wrong in leaving her. Make up for that mistake. Be good to others, and God will be good to you."

"That's what Roberts used to say!" I cried. "Do you remember, Billy?"

"Yes," said Billy. "I remember."

"But Roberts was wrong. You know that, Billy. I always helped others when I could. I worked for the poor. I did my best."

"I know, 'Deacon'—I know."

"Well, if that is so, why should I go back—why should I commence all over again? If goodness only brings suffering in its wake, why should I be good?"

"Have you been happy in these last five years?" Louise asked.

"No, not for a single moment."

"Don't you think then," she continued quickly, "that it would have been far better if you had stayed in the city, if you had helped the poor people, if you had given your wife another chance?"

"I don't know—I don't know."

"Don't you think you would have been happier, far happier? What have these years brought you but contempt for yourself? To lose faith in one's wife and friend is terrible; but when one loses faith in oneself, when the light that warms one goes out, then one is cold and all alone. A brave man can stand upright with the suffering of the world on his shoulders. But what have you to lean upon? Have you a crutch beneath your arm?"

"I have nothing—nothing." I bowed my head. "And yet," I continued, "I cannot face it. Even if I did forgive Eleanor, how could I meet Smythe again and not strike him down at my feet? He shook hands with me, called me his friend, and all the while—My God, I can't even think of it! How could I go back?"

"Smythe, too, has a cross to bear. Tell him about it, Billy."

"I'm not standing up for Bruce in this," Hartley said, "but I know he loved your wife, 'Deacon'—loved her probably before you ever saw her."

"I don't understand."

"You remember my telling you about the girl he tried to help out of the trolley car that day—the girl whom he hunted all over the city?"

"Yes, I remember."

"Well, that girl was Eleanor. When you married her, Smythe was all broken up. He joined the revolution in Mexico to get shot."

A great light was dawning in my brain. Words and looks of Eleanor's, which I had never understood, now came back and whispered their meaning to me.

"But why didn't you tell me all this before, Billy?" I asked.

"Because I didn't see the use of it. Smythe had left the city, and I was the only one who knew his secret. He asked me to respect it, and I did. He joined the revolution on your account. He said, that if it had been another man, he would have taken her away from him. But he couldn't do that to you, 'Deacon'—and so he left the city."

"But he came back again," I cried, bitterly. "He may have gone away at first, but later he came back."

"Yes," said Billy sadly, "God knows how he must have suffered, 'Deacon'."

"And I?" I cried wildly. "Have I not suffered?"

For a moment there was silence, broken only by the sighing of the wind through the branches and the whispering of the leaves in the darkness. Finally Louise spoke gently, caressingly.

"You have suffered," she said, "and therefore you should be merciful. Suffering is a tree which, springing from the mire, lifts its proud head up into the solitude of the sky. On its branches grow all the beautiful things of the world, and not the least of these is mercy."

"How good you are!" I cried. "And all these years I have said there was no goodness in the world, because my heart was bitter. But now you have softened me I see your way is the way of light, and I will follow it to the end—God is God to me now and always; and nothing in this world will shake me from my allegiance. I will take up the cross and walk on my rough road of suffering. I am no longer the child who must have his reward for being good. No, I am a man at last; and, come bitter or come sweet, I will go on to the end."

I looked up into the sky as I spoke, and the moon was a glistening glory through my tears. God bless the tears!

The next installment of

"FIGHTING MAD"

will appear in

PHYSICAL CULTURE

for August.

HOW many hours do you work?

Are you one of those men who can work sixteen to eighteen hours a day, or are you geared to one-third or one-half of that daily working period? Have you a system for keeping fit that enables you to do the unusual in the way of work? It is true that the matter of interest in your work, the matter of its being absorbing and stimulating on the one hand, or tedious, monotonous and wearying on the other, has everything to do with it. But can you stand long hours of application at even interesting work? Read the story by Robert R. Updegraff in PHYSICAL CULTURE next month on how Rothafel, who runs the great Capitol Theatre in New York City, keeps himself full of steam and speed week after week.

Do You Want \$200 a Week?

**The Amazing Story of Carl A. Rowe Who Rose from an
Income of \$50 a Week to \$1000 a Month**

My name is Rowe—Carl Rowe. I live in a small city in New York State.

I am going to tell you an amazing story about myself. It may seem too strange to believe, but you can easily verify everything I have to say.

Two years ago I was a baker. I was struggling along, trying to make the money in my pay envelope meet the increasing expenses of our family. There was no prospect for the future.

Today, just two years later, I am a successful business man. I have plenty of money for all things we need and want. Last month I made \$876 during my spare time, and was able to put \$200 a week in my savings account.

And I'm going to tell you how it happened.

Please remember that two years ago I had no surplus cash. I was in the same fix as nine out of ten other men. Expenses were constantly mounting and my salary, although it had increased, could not keep pace with the cost of living. My wife had to do without things that I knew she ought to have. We wanted an automobile, but we couldn't afford it. We wanted to buy our own home, but couldn't afford that.

It made me desperate to think what might happen if I became sick or lost my job. I worried about it, and so did my wife. We were living from hand to mouth, and we didn't know what calamity and hardships might be lurking just around the corner.

And yet—today—I own our nine-room house. I have an automobile. I have money for books, the theater, or any other pleasures that I may want. I have the cash today to educate my son and send him through college.

Here is how it happened. One day in glancing through a magazine I read an advertisement. The advertisement said that any man could make from a hundred to three hundred dollars a month during his spare time.

I didn't believe it. I knew that I worked hard eight hours a day for \$50 a week, and I figured that no man could make that much during a couple of hours a day spare time.

But as I read that ad I found that it pointed to men who had made that much and more. In the last paragraph the advertiser offered to send a book without cost. I still doubted. But I thought it was worth a two-cent stamp, so I tore out the coupon and put it in my pocket, and the next



day on my way home from work I mailed it.

When I look back to that day and realize how close I came to passing up that ad, it sends cold chills down my spine. If the book had cost me a thousand dollars instead of a two-cent stamp, it would still have been cheap. All that I have today—an automobile, my home, an established business, a contented family—all these are due to the things I learned by reading that little eight-page booklet.

There is no secret to my success. I have succeeded, beyond any dream I may have had three years ago, and I consider myself an average man. I believe that I would be criminally selfish if I did not tell other people how I made my success.

All the work I have done has been pleasant and easy, and withal, amazingly simple. I am the representa-

tive in this territory for a raincoat manufacturer. The booklet that I read was one issued by that company. It tells any man or woman just what it told me. It offers to anyone the same opportunity that was offered to me. It will give to anyone the same success that it has brought to me.

The Comer Manufacturing Company are one of the largest manufacturers of high-grade raincoats on the market; but they do not sell through stores. They sell their coats through local representatives. The local representative does not have to buy a stock—he does not have to invest any money. All he does is take orders from Comer customers and he gets his profit the same day the order is taken. Fully half of my customers come to my house to give me their orders.

My business is growing bigger every month. I don't know how great it will grow, but there are very few business men in this city whose net profit is greater than mine, and I can see only unlimited opportunity in the future.

If you are interested in increasing your income from \$100 to \$1,000 a month and can devote all your time or only an hour or so a day to this same proposition in your territory, write at once to The Comer Manufacturing Company, Dayton, Ohio. This is their special offer. They will send you, without any preliminary correspondence or red tape, a complete selling outfit with full instructions, samples, style book, order book and everything you need to get started. Sign and mail the coupon now and in less than a week you can be making more money than you ever believed possible.

Mail This Coupon At Once

**The Comer Mfg. Co.,
Dept. F-334, Dayton, Ohio.**

I am ready to start as a Comer representative if you can show me how I can make from \$50.00 to \$200 a week. Please send me, without any expense or obligation to me, complete outfit and instructions.

Name.....

Address.....

.....



"Blake is the Man!"

"I told Hartley he was a 'comer'—and this confirms my judgment! Listen to this letter:—

Dear Sir:

You will no doubt be glad to know that James H. Blake, one of your employees of whose excellent work as a student we have been advising you each month, has completed his course and has been granted a diploma.

International Correspondence Schools.

"That settles the manager question. The man who cares enough about his future to invest some of his spare time in training is the kind we want in this firm's responsible positions.

"That \$5,000 salary will mean a lot to Blake and his family. I'll send for him now! It's a pleasure to promote a man who *deserves* it."

There is a job ahead of you that some man is going to be picked for. And your boss can't take chances. He is going to choose a *trained* man. Why don't you put yourself in line for that promotion?

One hour a day spent with the I. C. S. in your own home will bring you bigger money, more comforts, more pleasures, all that success means. Don't let another single priceless hour of spare-time go to waste! Without cost or obligation of any kind, let us prove that we can help you. Just mark and mail this coupon.

INTERNATIONAL CORRESPONDENCE SCHOOLS Box 7544-B, Scranton, Penna.

Without cost or obligation on my part, please send me full particulars about the subject before which I have marked an X in the list below:—

BUSINESS TRAINING DEPARTMENT

- | | |
|---|---|
| <input type="checkbox"/> Business Management | <input type="checkbox"/> Salesmanship |
| <input type="checkbox"/> Industrial Management | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Personnel Organization | <input type="checkbox"/> Better Letters |
| <input type="checkbox"/> Traffic Management | <input type="checkbox"/> Foreign Trade |
| <input type="checkbox"/> Business Law | <input type="checkbox"/> Stenography and Typing |
| <input type="checkbox"/> Banking and Banking Law | <input type="checkbox"/> Business English |
| <input type="checkbox"/> Accountancy (including C.P.A.) | <input type="checkbox"/> Civil Service |
| <input type="checkbox"/> Nicholson Cost Accounting | <input type="checkbox"/> Railway Mail Clerk |
| <input type="checkbox"/> Bookkeeping | <input type="checkbox"/> Common School Subjects |
| <input type="checkbox"/> Private Secretary | <input type="checkbox"/> High School Subjects |
| <input type="checkbox"/> Business Spanish <input type="checkbox"/> French | <input type="checkbox"/> Illustrating |

TECHNICAL AND INDUSTRIAL DEPARTMENT

- | | |
|--|--|
| <input type="checkbox"/> Electrical Engineering | <input type="checkbox"/> Airplane Engines |
| <input type="checkbox"/> Electric Lighting | <input type="checkbox"/> Architect |
| <input type="checkbox"/> Mechanical Engineer | <input type="checkbox"/> Contractor and Builder |
| <input type="checkbox"/> Mechanical Draftsman | <input type="checkbox"/> Architectural Draftsman |
| <input type="checkbox"/> Machine Shop Practice | <input type="checkbox"/> Concrete Builder |
| <input type="checkbox"/> Railroad Positions | <input type="checkbox"/> Structural Engineer |
| <input type="checkbox"/> Gas Engine Operating | <input type="checkbox"/> Chemistry |
| <input type="checkbox"/> Civil Engineer | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Surveying and Mapping | <input type="checkbox"/> Automobile Work |
| <input type="checkbox"/> Mine Foreman or Engineer | <input type="checkbox"/> Agriculture and Poultry |
| <input type="checkbox"/> Steam Engineering <input type="checkbox"/> Wireless | <input type="checkbox"/> Mathematics |

Name.....

Street Address.....

City.....State.....

Occupation.....

Persons residing in Canada should send this coupon to the International Correspondence Schools Canadian, Limited, Montreal, Canada.

"Old Town Canoes"

SO steady that it rides rough water with ease—so light, that it answers every pressure of the paddle—so strongly built, that it lasts for years—that's an "Old Town Canoe." \$54 up from dealer or factory. "Old Towns" are the lowest-priced canoes. New 1922 catalog shows all models in colors. Free. Write for it.

OLD TOWN CANOE CO.

1207 Fourth Street Old Town, Maine, U. S. A.



Why I Lived With the Family Skeleton

(Continued from page 39)

dumb friends. We lived on a farm. I had always loved animals and seen them treated well; he used them to vent an ungovernable temper on. A chicken or hog that escaped from its lot always suffered bitterly, sometimes dropping dead. Gentle-eyed cows, tied in their stanchions, were pounded with clubs till bruised and quivering, not because they were unruly, but merely restless from heat or flies. Faithful horses were sometimes denied food or drink as "punishment." He had a team of beautiful, gentle bays of which he was proud, but he once took a pitchfork to them until the blood streamed. I pleaded with him for the sake of the animals and for the sake of our love and life together, but to no avail. More than once while he slept, I have slipped out to the barn to pet some maltreated beast; bathe cruel welts, look deep into soft eyes and tell them how sorry I was and, with arms about their necks, sob my heart out—then return to "our" bed because of the "I will," the babies and pride.

Their father loved our attractive, wholesome children and they loved Daddy. They did not notice that he was often sullen and morose, or sense the frightful profanity that often reached my ears, and did not know of his cruelty to the animals they, too, loved. I could not have them know these things, could not have my boys grow up copying father. When the fourth baby was three years old I insisted on leaving the farm, thinking that perhaps in a different environment he might change.

And all through those years I had personally been on the rack, my love insulted, my womanhood crucified. The longest look, tenderest smile and thrilling hand-touch were not long exclusively mine after I was safely anchored, but I did not know for quite a while that many of the times that I was left alone it was that my husband might revel in the smiles and flattery of some girl in a nearby town.

Often I was vaguely uncomfortable and when there were young women in our home it troubled me to know that my husband made opportunities to "make love" to them. Still, although a strict advocate of "single standard" I tried not to be narrow. So long as I could feel that he was "clean" and fundamentally mine, it did not matter so much, though flirtations hurt cruelly. As the years slipped away I came to know that whenever he was especially thoughtful of me it meant that he had been cheating me more than usual. Still, I kept on trying to do my honest, loyal best and keep love alive.

I do not know where I failed as wife. Home was attractive, there were sunshine, cheer, flowers and bodily comforts. The children and I were clean and wel-

coming. I kept my work up and did not nag. I managed to find enough time for reading and thinking to keep the cobwebs brushed from my mind. I know he was proud of wife and babies, yet I suffered many slights. I had proper self-respect and regard for the finest in life and health but I was not cold; I loved passionately and deeply.

The culmination of a long chain of minor hurts that had been dragging at heart and soul, came when the fourth baby was small. I was not yet strong and had not dismissed my nurse. One day I returned unexpectedly from a drive in the life-giving sunshine, to find husband and nurse in a position so compromising that they attempted no defense, and all the doubts and fears and nagging hurts of the years crystallized in crushing knowledge. If our places had been reversed, any jury would have cleared my husband if he had shot and killed.

I did not weep or faint or rage. The hurt, of course, would have been less if I had, but even as it was the shock did not kill—my body. When it was all over, though, I realized that never again would my husband have power to hurt me, but I shivered. It is only dead things that feel no pain.

Thousands of women have walked with me to this point. Some of those thousands took their children and left their husbands, other thousands stayed on with theirs for one reason or another, as I did, for a time, and perhaps still other thousands have followed the course that I ultimately took.

At first I thought that I must go. Then I began to wonder if it was my duty to stay and whether, if I tried hard, it would be possible to struggle back to something like love and respect for the father of my children. He pleaded his need of me and them.

He had not reckoned with the possibility of being found out. "I've been a fool, but I've learned my lesson," he said, and I knew that could be possible. I thought of him and his future and knew that I could not feel blameless if I held the babies with one hand and pushed him away with the other—and he went down. But I thought mostly of the children. In earlier years I sweepingly "did not believe in divorce." Later, I modified that a good deal—for others. The accepted standard, too, was quite different, still, it had been my observation that broken homes are bad for the children—that some stigma seems to cling to them no matter how justifiable the divorce. I felt that I did not want my children to have a divorced father even though the whole world might feel that it was just. I stayed on for several years and tried hard to get back the old
(Continued on page 98)



Be the Woman You Were Meant to be

Olympian Society has helped thousands of women get more out of life. I am authorized (for a limited time) to send complete material for free examination without payment of any kind.

Mary Woods
SECRETARY

THIS is not a story of drudgery, denial or tedious study. The Olympian plan is a *fascinating* force for the better enjoyment of womanhood. It is interesting every step of the way. It is easy to follow.

Every woman who accepts this plan and uses it even *one month* will experience benefits from her Olympian membership which will prove fairly *amazing*. Read how these results are achieved.

First: A Glorious State of Health

The first fundamental of happiness is *health*. So, Olympian starts with the natural principles of health. Some of them you may know. But what has always been lacking is *the key to their use*. You are told the scientific secrets of applying these principles with *full force*. Results are instantaneous.

You will feel changes the *first week*. A month brings improvements hard now to believe. Quickened energies crowd out every petty ailment. New physical and mental powers seem inexhaustible. It is *wonderful*. Investigate this opportunity without the spending or risking of a single dollar.

Quick Development of Personal Attractiveness Comes Next

Next are developed the traits which make for personal magnetism. The knack of making others like you is acquired—and the processes are *fascinating*. Your progress will astonish you.

The next stage is physical manifestations of womanly charm. Unmistakable changes are wrought in your carriage, poise, in your step; your attitudes in repose. The analyses, charts and pictures, the illustrated text, all are so simply and plainly set forth that every minute is interesting.

Worth-While Beauty Secrets

Nothing bought in a bottle can rival Olympian as an aid to physical beauty. When told the scientific causes of supple body and limbs—a clear skin—sparkling eyes—pretty shoulders—firm, symmetric breasts—luxuriant hair—it is absurdly easy to attain them.

You'll learn how as much as 30 and 40 lbs. of excess flesh are removed in sixty days—without starving. How to remove

every line in face or neck (unless you are past the age of sixty).

Three scientific hair-health secrets that bring hair to abundant thickness, length and lustre *in five months*.

What the Young Miss Needs to Know

Olympian information and instruction will equip girls of eighteen for life. Mothers have told us their daughters have built mental and bodily perfection on the simple principles revealed in this course.

Girls, and boys too, are immeasurably helped through a parent's Olympian enrollment. Any woman who knew all that it can mean to any family, would deem it her *duty* to get this material.

Married Women

It is not exaggerating to say that any woman's married life is made vastly more enjoyable through Olympian. The very things she wants to know, causes and effects. Successful motherhood; adorable children. What to believe—and not to believe. Preparation for motherhood. Sex truths. Twenty-seven specialists are back of Olympian; most of them have devoted a life's work to the movement.

A Special Concession

Heretofore, the benefits of the Olympian course have been restricted to those who had been invited to join the society, paying full dues. But, the good of the work is too big, too vital and too badly needed and wanted by women in general to restrict to the few. Hence we have decided to depart for a time from our regular procedure and make it possible for a number of women to obtain the *full* Olympian course and service, including all working material and text, paying only a *small fee*, instead of the dues that have been regularly in force.

This means that, acting promptly, you get *everything* in the course—all the working material, text and charts—all of it at once—at a decided saving.

It is impossible in this space to enumerate, or describe fitly the material you get and the wonderful value of it—but this is

unnecessary, for you can inspect it all in your own home and judge of it for yourself without your investing even one dollar.

Without a penny in advance, without obligating you to buy a thing, we send you the complete course and material for one week's trial, to let you prove to yourself that the Olympian method is the thing you need and want.

Olympian Society's Offer

For the present, you need send no money whatever. Your simple request will bring complete working material and text—everything. You may have unrestricted use of all for a full week.

There is no obligation to go a step further; no obligation to pay a penny unless you decide the course is worth a hundred times the small fee asked.

If you want to keep the material and continue use of it, you have the privilege of choosing from three plans of payments each at greatly re-

duced cost.

But the thing to remember now is that you may inspect all this material without investing or risking one dollar. You have a full week to decide whether you want to keep the material or not. Surely, such an opportunity is worth the clipping of a coupon. Clip it now, and mail today.

OLYMPIAN SOCIETY,
Calumet at 21st St.,
Chicago, Ill.

(116)

Please send me prepaid complete Olympian text and material on approval without obligation. I will either remail the course in one week or enroll under the reduced-rate easy terms of your special offer.

Name.....

St. & No.

City..... State.....

(Continued from page 96)

Get a Copy of this Book

HOW TO TAKE VIOLET RAY TREATMENTS AT HOME

Tells you how to conquer weaknesses caused by impoverished blood, poor circulation and disordered nerves; How to energize every cell and tissue to healthy activity and build a healthy, well-developed body.

Sent Without Obligation

It is the most complete book ever prepared on the home treatment of disease by Violet Ray method.

Ra-Tone

VIOLET RAY BUILDS HEALTH

THE VIOLET RAY FOR THE HOME

It is the most highly developed home treatment of its kind available at any price. You can read in our book of the marvelous results obtained in more than a hundred ailments and can expect similar benefits. Merely send stamps to cover mailing.

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Life Insurance Companies recommend the use of Dental Floss.



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cleans between the teeth where the tooth brush cannot possibly reach and prevents decay, and bad breath. Its use after eating will prevent pyorrhea. A health necessity for men, women and children. Made of nickel silver—will last for years. Actual saving of dental floss will pay for holder. At drug stores or by mail 35c. gold plated, 75c. Extra bobbins of dental floss 10c.

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feeling. It could not be done. In the first place, I was not met half way, long. There was more consideration and kindness for a time but it could not last; the foundation was not there. One whose temper, vanity and passions have been given free rein cannot make himself over easily. To a great extent, he is "made" in childhood. At last, with home symptoms the same as before, it was to be supposed there were outside "affairs" of more or less serious nature. I was forced to know that life would have been easier, pleasanter and fuller if I had left my husband, even though his business now kept him away from home most of the time—always two weeks at a stretch, sometimes much longer.

You may think I was alone enough that I need not have minded, but I came to look forward to his homecoming with a frenzy of dread and to feel such a relief when a week-end would safely pass without his coming, that I knew matters could not go on that way longer.

It was as though I was choked, my personality strangled, my soul imprisoned, my virtue besmirched.

I decided that I could not wait to talk to him, that he must know before he came home again. Anyway, the chances were that a calmly-written letter would be clearer and more satisfactory than a talk. I wrote to him very carefully and tenderly. I bared my heart and soul and told him that I could not go on longer trying to be his wife, but that he could be my "brother" if he wanted to stay on with the children. It was not that I was hard and unforgiving. I did not feel that way at all; but the heart that had been slowly dying for years was dead, and when love is dead, marriage is sin and a wife little, if any, better than a poor, despised creature of the streets.

I said that my husband no longer had power to hurt me, but the writing of this letter hurt. I remember the tears that would come, and feel again something of the ache that clutched heart and throat as I looked on our dead love. When a man is the father of your four children he can never be quite a stranger to you, but the ache was for the man I thought I had known and the love that had been. I wrote as I felt and thought that he, too, must feel and understand.

Without comment of any sort, he accepted the situation on my terms those times he was home during the next few months, but he destroyed all of the first part of my letter, that laid my heart bare and implicated him in any way. He kept the last two or three lines and these told enough to serve as a weapon. When he got ready, more than half a year later, he sprang them on me with: "Come back to me or we will divide the children and go our separate ways." Think of it—trying to force a woman to his arms! He knew my one vulnerable point—the children—and he thought I was helpless.

I was not expecting anything of this kind and a nauseating weakness caught me for a second, then I said very quietly: "No, the children will not be separated."

"Why not?"

"It would not be right on their account. It would be too hard on them—and I could not trust them with you—"

"Yes," carelessly, "separation would be hard on them."

"And," I finished, "I have the written evidence that will prevent it." The triangle was very clear-cut.

Then he was surprised for no word or action of mine had hinted at this. When the evidence came I felt that it was to be used in emergency, only. I explained briefly and he left with, "I know when I'm whipped."

This evidence has never been mentioned since. With it I can easily procure a divorce at any time, and quietly, if he wants it badly enough to make no objection when I stipulate that the children stay with me. When he had had time to think things over I offered to do this if he wanted me to, as soon as the year's school had closed so that the children and I could go away and their friends not know, but he said "No." The offer still stands.

You remember the "poem" that came out years ago, each stanza of which ended with "All for the sake of being supported"—a humorous satire on married life from the wife's viewpoint and yet, like so much of life, hiding an ache behind a laugh and covering tragedy with a smile. It is miserably true. The law holds that a husband "owns" his wife if he furnishes her "bed and board." He need not even allow "pin money," though she keeps his home and mothers his children. I writhed under this financial dependence when my husband and nurse "killed" me, but became a wage earner as soon after as I could, with my husband's full approval—even desire. When I wrote that I could no longer be his "wife," for four years my salary had handled more than half the family budget besides paying my personal bills. Therefore, I was financially "free" when he demanded my return to his "bed."

So we go our separate ways under the same name and roof—except that he is from home a great deal. When here, his place is at the head of the family, so far as appearances go; when he is away, I send home-news letters once or twice a week. There are kisses of greeting and farewell to satisfy onlookers.

It is a good deal like standing at an open grave but the world and the children do not know. Those who have had no occasion to learn of my husband's double standard do not suspect our double life and, I fancy, think of us as a well-mated couple successfully rearing a fine family. Just after one of my worst hurts a mutual friend—a clean-lived man whose name would be recognized with

pride by thousands, if mentioned—said heartily, "That husband of yours is a man after my own heart." He can hold the center of the stage any time he chooses and his business ability in his line is appreciated. Men like him, for a time at least, and women so long as he wants them to. He is no down-and-out.

Those who have basked in my husband's smiles, if they think of me at all, regard me as the unsuspecting wife over whose eyes the wool has been successfully pulled, for he never poses as an unmarried man. It is hard on pride, of course, but pride, crucified, hung bleeding twelve long years ago. It does not matter—very much—now. Truly, I have never wished one of them harm. I have tried to put everything out of my heart that could hurt the children by making me narrow and bitter.

Has it paid? Yes. Clear-eyed, clean-minded, with heads up, our children face the world squarely, with no shadow or whisper to handicap them. In an age gone mad over "problems" they are growing up with a clean, wholesome view of life and its relationships and responsibilities. They have learned personal responsibility and fairness from each having his or her share in the home tasks; they have learned something of business and finance from the problems we have met.

The two boys are in a State Agricultural College. One, with decided mechanical taste and aptness for drawing, is studying engineering. The other will be a farmer some day and his childhood's fondness for animals holds. His stock will not be beaten and cursed. I know my sons well and would stake my life on their purity of thought and act. Their attractiveness is more than skin deep; their gentleness is not put on just to win a sweetheart.

The oldest girl shows decided musical talent and will specialize in that; the thirteen-year-old "baby" is a high school sophomore with future unplanned.

We entertain quite a little in a very enjoyable but small, middle-class sort of way. I have always believed in being the understanding chum of my children and their friends. They all know the big porch, or the living room with its fireplace are theirs at any time. As a consequence, there are numerous evenings of music, games or dancing; small dinner parties, little informal before-or-after church lunches, a "bite" after a movie, and picnics and hikes galore. Being away from home most of the time, my husband loses out on many of these, and when he is home sometimes prefers the evening downtown.

He is always welcome among us and is hailed with delight if he does appear at a party. He does not appear when not in the mood for it, and when he is in the mood is as delightfully entertaining as when he first fascinated me. When he

(Continued on page 101)

The Wonderful Thing

IN LIFE IS

WOMAN'S SECRET CHARM



What Is It? How Can It Be Acquired?

Are You Lonely?

Many a woman today, who craves companionship and love, suffers in silence without knowing why she is neglected. The *secret* of woman's charm is that natural physical perfection which lends enchantment wherever she goes—the thing that makes her WOMAN in the first place—irresistibly draws man to her. That charm is her "physical beauty."

Bust Pads Will Not Do

No man loves a dummy. There is no appeal in false, physical make-up. Man cannot be deceived. You must be a REAL woman, and because you are, you will want to be as perfectly developed as nature meant you to be.

You Have a Friend

Science comes to your rescue, in the perfection of a wonderful invention which will expand and enlarge the bust of any woman in a surprisingly short time, no matter what the cause of under-development. No creams, no medicines, no electrical contrivances, no hand massage, no fake free treatments to deceive you—but a simple, effective, harmless home developer which you use a few minutes night and morning. That is all there is to do. Nature, thru the physical excitation and stimulation of this wonderful invention, builds up flabby, lifeless tissues into the rounded contour of perfect beauty which every woman secretly craves.

You Can Now Be Happy

and sought after and admired and loved, if you will let us tell you about this remarkable developer, which is the only real method known for permanently enlarging a woman's bust to its natural size and beauty.

Its Results Are Wonderful

Dr. C. S. Carr, former physician of national reputation, says of this physical culture invention:

"Indeed, it will bring about a development of the busts quite astonishing."

Actress "The Follies Company" writes:

"This invention has done wonders for me, having developed an attractive bust of **FOUR INCHES** in the short time of **THREE WEEKS**—was never larger than a child's. I cannot express how delighted I am in this changed appearance. I take pleasure in recommending it to my friends of the profession."

Let Us Tell You FREE

without the cost of one penny, just how you may acquire this irresistible charm of womanhood that comes instinctively with a wonderfully developed figure. Send your name and address today and prepare for the happiest moments of your life.

Mail The Coupon Today

The Olive Company, Dept. P,
Clarinda, Iowa, U. S. A.

Please tell me all about your wonderful invention for women, without cost or obligation to me. (This information under sealed postage, if you enclose 4c stamps.)

Name.....

Street.....

City and State.....

MEN

READ THESE CHAPTER HEADS

For Fearless, Broad Minded,
Plain Speaking Discussion of
the Vital Personal Problems
Confronting Every Young Man,
Bernarr Macfadden's New Book

"MANHOOD AND MARRIAGE"

Has Set a Mark Never Before Approached

At last, a man has dared to speak the truth,—the plain unvarnished truth. At last, a light has been thrown upon the darkness of prudery and ignorance which has so long surrounded questions of the most vital importance. At last, a revelation has appeared,—a revelation through which more than 75,000 men and women have found peace and contentment, happiness and health.

Bernarr Macfadden has accomplished something never before attempted. He has dared public disapproval to tell people what they needed to know. He has dedicated to the young manhood of the world the fruits of his lifelong study and experience as teacher, physical culturist, and philosopher. He stands alone, the pioneer who points the way through an uncharted wilderness of ignorance to the glorious goal of complete understanding.

The Truth About the Sex Question

People have at last begun to realize that the immense importance of the "sex question" will no longer allow it to be hid away as a thing to be ashamed of. We are living in an age of plain thinking and frank speech. Subjects spoken of in whispers ten years past are now discussed freely over the lunch table. Why is it, then, that the most important question in the world—the question upon which the future of the human race depends—is kept a dark and mysterious secret? Why is it that so many young people are allowed to stumble along in blind ignorance, often wrecking not only their own lives, but lives of others as well, when it is so easy to teach them? Why?

Seeing the fearful misery everywhere about him, brought about by unfortunate marriages, separations, divorces, sickly children, and premature deaths, Bernarr Macfadden decided to kill forever the demon Ignorance which made these things possible. "Manhood and Marriage" is the result.

"As One Good Friend to Another"

It is far more than just a book. It is more than a course of instruction. Bernarr Macfadden himself lives in the pages he has written. His spirit is there. It is as if he were talking to you as he would talk to his own younger brother. He does not preach. He does not theorize. He does not mince matters. Macfadden is first, last and always a man,—a man who has lived the same life as you have, who has undergone the same temptations. Straight from the shoulder, brass tacks, that is what he gives you, and it is this plain-spoken sincerity that has made his book a never-failing source of inspiration and comfort to the thousands of men and women who owe to it their whole life's happiness.

HERE MAY BE THE TURNING POINT IN YOUR LIFE

Chapter Headings of the Greatest Sex Book for Men Ever Written

The Importance of Virility
Am I a Complete Man?
Is Marriage a Necessity?
The Age to Marry
Selecting a Wife
Love Making and Its Dangers
Establishing the Intimate Relations of Marriage
Marital Mistakes and Excesses
Regulating Marital Intimacies
Should Husband and Wife Occupy Separate Beds?

Conserving Love—The Basis of Marital Happiness
Should Husbands be Present at Childbirth?
Are Children Always Desirable?
The Crime of Abortion
Divorce Physiologically Considered
Can a Wrecked Marriage Be Reclaimed?
The Erring Wife
Jealousy—The Green-Eyed Monster
Quarrelling and Making Up
Sowing Wild Oats
How Virility is Destroyed

The Truth About Masturbation
Seminal Losses
The Plain Facts About Varicocele
The Troublesome Prostate Gland
Impotence and Allied Sexual Weaknesses
Sterility
How to Build Virility
Exercises for Building Virility
Foods that Help to Build Virile Stamina
Diseases of Men—Their Home Treatment
The Prevention of Venereal Disease
Various Problems of Young Men

SEND NO MONEY

This remarkable book, so new in scope, so fresh in viewpoint, is crammed full of the information neglected by old-fashioned sex hygiene. And so convinced are the publishers of its almost priceless value, so sincerely do they feel that it should be in the hands of every young man, that for a short time only they are making a most generous offer.

Don't miss this great opportunity which may mean the difference between lifelong happiness and sorrow. Tear out the coupon at the foot of this page and mail today but *do not send any money*. While the price of MANHOOD AND MARRIAGE is \$3.00 it is not necessary to pay us one cent before the book is *actually in your hands*.

OUR GUARANTEE—The contents are guaranteed to satisfy every purchaser. If you do not willingly admit, after you examine it, that the book is worth ten times its cost, it may be returned and the purchase price will be refunded without question.

PHYSICAL CULTURE CORPORATION

Dept. 7, 113-119 West 40th Street, New York

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Dept. 7, 113-119 West 40th St., New York.

I am interested in MANHOOD and MARRIAGE. Please mail me a copy under plain cover and I will pay the postman \$3.00 upon receipt.

It is fully understood, however, that if I do not feel that the book is worth much more than the price charged, I may return it in perfect condition within 5 days after I receive it and my money will be refunded immediately and without question.

Name.....

Address.....

City.....

(Continued from page 99)

does not care to join us a word of excuse from me makes everything all right for both the children and their friends, although he may have given me a sneering, "I don't feel like playing the devoted father and husband role." No one suspects the skeleton in our home; I am told that I do not look my age, so its presence is not shouted aloud that way.

My experience has not embittered me toward marriage. I want my children to marry but I hope—God, how I hope—they will get more happiness out of it than I have. That relationship should mean a lifetime of loving companionship and mutual helpfulness. I have been tired, sometimes, and heart-hungry for the clean, strong love of a man on which to lean.

But I could not be torn by emotions. I had to empty myself of most feeling and shut the door tight on memories. The jolts I have had have taught me to take a good deal without outward sign, but I waded through torture immeasurable before I reached the calm place where I can face the world with a smile at any time.

Mothers Who Are Still Beautiful—Attention!

DOES maternity spoil a woman's figure?

No. Not necessarily.

At least, the true physical culture woman does not sacrifice her beauty as a result of maternity.

This old-fashioned notion is now a pretty well exploded fallacy. We have been told that the fear of the loss of one's figure, and with it, even sometimes the loss of the husband's love, has stood in the way of many women bearing children. But this need be true no longer. It may be that in the case of the tightly-laced woman of our grandmother's day, the fragile, non-athletic, stay-at-home, womanly woman of past generations—the woman who had very little figure anyway—the ordeal of motherhood was such as to leave her physically a wreck.

But the physical culture girl, with a vigorous, strong and healthy body—and a far more beautiful body—does not so suffer.

Occasional stories about retained beauty after maternity published in this magazine have attracted much attention. Such cases are not extraordinary or exceptional. We know of women who have had three to five children and who at the age of forty still retain the slender lines and beautiful contours of a girl of twenty or twenty-five.

One such woman just barely missed winning our recent thousand dollar prize, for the most beautiful woman, being one of the best ten among three thousand entries. Perhaps you, reader, belong in this classification.

If so, we want your story.

When the last bird has flown from the home nest, if we are both still alive and in that home, there will be complete separation. There will no longer be need of continuing the farce; the strain would be too great. And in spite of present courage, unless there is complete separation before, there is a hard hour coming for one of us after a while. Whichever dies first, the other must suffer somewhat. My husband is not absolute stone, he must inevitably feel regret. As for me, I know I would have to stand, not at the grave of the man of to-day, but of the man I had loved so intensely and trusted so completely in my young womanhood—at the grave of a wrecked married life that I had thought would be ideal.

But I feel that I can meet the Judge of the Universe conscience clear so far as that married life is concerned. I tried—He knows how I tried. But a soul was entrusted to my keeping. I was not called upon to permit its being covered with slime, its virtue dragged in the mire. I feel that I did all I could to lift and, failing, have done nothing to push down.

We have been considering a prize contest for the best story of this kind, with \$500 in prizes. But we have a better plan than that.

We are going to offer you \$100 for your story, including photographs, if you can write an acceptable story about your experience, telling how you have kept the beauty of your figure in spite of motherhood, detailing your diet and exercises and sending us satisfactory photographs for publication to prove your case.

You may write your story in anywhere from one thousand to three thousand words; not over three thousand. Describe your girlhood activity and your training preliminary to maternity, then your exercises during pregnancy, if any. Tell about your diet, your recuperation and your present state of health.

Photographs are very valuable. You must send photographs showing your figure, with name, address and permission to publish written plainly on the back of each photograph submitted. Photographs illustrating your exercises also will be appreciated, though they are not essential, provided the latter are made clear by description. The \$100 prize paid for the story will include both the manuscript and photographs.

"We'll tell the world" the truth about this matter of beauty as being consistent with motherhood. We are going to prove it with this series of personal stories in which we hope to include yours. Write your story; get your pictures and let us have them.



The Guide to HEALTH and WEALTH

Not every healthy man or woman is wealthy—as the world counts wealth.

Not every wealthy man or woman is healthy.

But there is one food—the paper shell pecan—that offers to far-sighted people an ideal combination of **Health and Wealth.**

Of Health—because the paper shell pecan is the "purest, sweetest, most highly-concentrated of all natural foods," supplying in proper proportion those two great food elements, **fats and protein.**

Of Wealth—because the whole year's supply of this staple year-round food is exhausted in a few months each year, so great is the increase in demand. "We have now one pecan where we ought to have a million," says Burbank, the Edison of Agriculture, who is also quoted as saying, "The longevity of the pecan orchard and its immense earning power make it one of the most profitable and permanent of agricultural investments."

Our Free Book "PAPER SHELL PECANS"

is your guide to this big-profit opportunity. It shows why page 1478, Vol. 54 of the United States Congressional Record says of pecan orcharding, "We are building an industry which for generations will yield its bountiful crop of delicious food and bring millions of dollars to our citizens."

Write for this FREE book today, while you still have the opportunity to gain two whole years in bringing your profitable crops of pecans to market, by securing your orchard-units from the limited number of

Established Certified Pecan Orchards—now 18 mos. old

This book explains the co-operative Profit-Sharing Plan by which your orchard units have been planted for you, cared for and cultivated by us—we assuming all responsibility for turning over a thrifty, growing orchard. Explains our easy, deferred payment plan—illustrates pecan trees of all ages. Get your copy today—FREE.

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Analyze Your Eating Habits!

You Will Be Shocked !

But

It May Save Your Life ●

The wonderful chemistry of digestion and assimilation causes the food you eat to become a part of your body and brain within a few hours after eating.

This fact you know and from it you also know that your body and brain can be no better than the food you place in your stomach.

Since you are what your diet makes you and since your diet is what you make it, the more you know about foods, how to combine them intelligently into well balanced meals containing all of the necessary food elements in proper proportion, how much and how often to eat, how to distinguish between what is fit to eat and what should not be eaten and how to avoid harmful combinations of otherwise harmless foods, the more nearly you will be able to control your own destiny.

Practically all disease begins in the stomach. There is no longer any doubt on that score. The food you eat determines the diseases you may contract or whether you may expect to be entirely free of disease of every kind. A properly nourished body is immune from maladies of whatever nature. It will not contract disease nor will it permit any hereditary weakness to develop into active state.

How Much Poison Do You Eat Each Day?

You have heard all your life of bad combinations of food. When you eat a food combination that is so extremely bad that the stomach positively cannot and will not stand it you become violently nauseated or contract diarrhea. That kind of bad food combination you recognize because *it cannot be ignored*.

But, do you recognize the dozens and dozens of other food combinations that are far worse for you because while poisonous to the system are not sufficiently violent to cause ejection? Those are the foods that kill because instead of being violently cast forth they are absorbed by the system, which becomes saturated with insidious poisons that slowly but surely sap away health and vitality.

If you knew the countless thousands of cases of Bright's disease, diabetes, gout, rheumatism, nervous disorders, anemia, blood disorders, general debility that have gradually developed due to innocent but protracted mistakes in diet, you would

realize more truly just how vitally important a well balanced, properly chosen diet is to you and yours.

"Eating for Health and Strength"

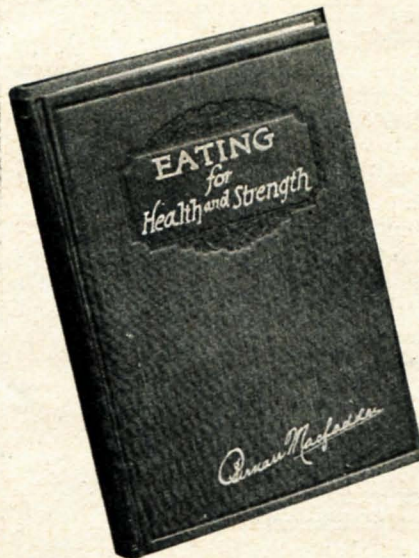
is the wonderful new book by Bernarr Macfadden that covers the subject of diet so completely and at the same time in a manner so simple and easily understood that you are enabled to grasp all of the underlying laws of nutrition almost without an effort.

As a health insurance policy this book by the greatest living physical culturist is worth its weight in gold.

By following its teachings you are enabled to choose and combine your food so intelligently that your body receives exactly the nourishment it should have.

By following its teachings you avoid all of the unhappy consequences of dietary errors that are killing countless thousands.

If you have your own best interest and the interests of those you love at heart, you will wish to examine a copy first hand. All that is necessary is to sign the coupon provided below and mail to us to-day. Do not send any money with your order but pay the postman \$2.00 upon receipt. After that examine the book for 5 days and then if for any reason you do not wish to keep it, send it back. Your money will be refunded promptly.



The following list of subjects covered will give you an idea of its tremendous scope:—

Food Science and Personal Efficiency, Food Chemistry, Physiology of Nutrition, New Discoveries of Experimental Biology, What to Eat, Balancing the Diet, How Much to Eat, When and How to Eat, Food Production, Manufacturing and Marketing, Home Preparation of Food, Practical Food Economy and Mental Efficiency, Eating to Gain Weight, Eating to Reduce Weight, Food and the Sexual Life, Feeding the Baby, The Feeding of Children, Eating to Prevent or Cure Disease, The Diet in Old Age.

Questions from Health Seekers

"Chicken Breast"

P. A.—The condition you describe, popularly termed "chicken breast," is simply a malformation of the chest due to imperfect development during growth. At your age of sixteen it should be possible very largely to overcome this condition by corrective exercises which promote normal development or growth and the rounding-out of the chest. Of course this will require very assiduous persistence in chest expansion exercises. Five minutes a day will not be sufficient. Practise stretching the arms high above the head, in conjunction with the expansion of the chest, dozens of times each day. Clasp your hands behind the back, pull backwards, thus drawing the shoulders back and expanding the chest. When walking practise deep chest breathing, filling the lungs with air to what would seem almost the bursting point. Continue this not for weeks or months, but for years, and you will not only improve your health and posture but will at least partly, and perhaps entirely, overcome the deformity.

"Wing" Shoulder Blades

B. H.—Your problem of correcting the prominent shoulder, or "wing" blades as you call them, is one of acquiring a perfect development of your back and torso generally. Particularly you should practise Indian club swinging, which is an ideal exercise for correcting the shoulders and giving one erect carriage. Other exercises, however, which draw the shoulders backward and expand the chest, and all kinds of exercises which involve the stretching of the arms upward, or hanging by the hands as in horizontal bar work, will be helpful. Flying rings and travelling rings, if you have a gymnasium available, would be particularly suggested. Incidentally the "pooching out" of the abdomen will disappear in proportion as you acquire better posture while overcoming the shoulder blade difficulty mentioned.

Wrong Way to Take Milk Diet

A. T. G.—If you have not been able to secure good results from the milk diet, it is not surprising, in view of the fact that you have been trying to mix it with your regular meals. The use of three quarts of milk per day in addition to other meals will not usually work out, unless you have an unusual assimilative capacity. Occasionally one meets a sort of human hog who can do this. Milk is a blood making food but particularly it is a protein or flesh building food rather than a fattening food. In other words, milk is a "meat" food; for each quart of milk contains a definite amount of cheese or protein, which is only another form of meat, so to speak. If one eats meat, eggs or cheese, the use of milk in the diet means an excess of protein food, and very few people can "get away with it." If you use two or three quarts of milk with other foods, these other articles of diet should consist only of non-protein foods, such as fruits, green salads and fresh vegetables, with possibly whole grain bread or undenatured cereals. In such a diet your milk constitutes your "meat." Strictly speaking, however, the milk diet is an exclusive diet of milk, with perhaps a little fruit juice, as that of oranges, lemons or grape fruit.

The "Old Maid" Who Marries

N. H. S.—Please do not permit yourself to think that you cannot marry just because you have been an "old maid." Mr. Macfadden's editorial in a recent number of this magazine was certainly not intended to discourage anyone. Of course the moment you marry you are no longer an "old maid." Certainly you are far from that if you are only twenty-seven and as fresh and healthy in appearance as any young girl should be at the age of twenty-

PHYSICAL CULTURE CORPORATION
119 West 40th St., New York City, Dept. 7.

I am interested in "Eating for Health and Strength." Please send me a copy by return mail. I will pay the postman \$2.00 upon receipt of the book with the understanding that I can return it at any time within 5 days after receipt for a refund of my money.

Name.....

Address.....

.....

.....

seven. By all means, if your physician declares that you are organically sound, you may and should marry, and also you can and should have children. Another reader asks if she should marry at the age of forty, and whether or not it would be dangerous to have children at that age. Of course she should marry if she wishes to. The question of inconvenience or danger in childbirth, however, is one that would depend naturally upon her health. Her physical condition is a factor that is more important than her age. Ordinarily childbirth is a little more difficult at forty than at twenty or twenty-five. But this is not always true. It is urgent, however, that one should take pains to acquire the best possible physical health, and practice exercises which cultivate not strength but rather elasticity and suppleness of body.

Loss of Sense of Taste

E. R. B.—Since you have reached the age of eighty-five, it may be that your loss of sense of taste is not remediable, since it may be like the loss of the sense of hearing or of the other senses. Ordinarily a fast or a very restricted diet would tend to restore the sense of taste; but this is a matter about which it is impossible to judge. Much fasting or diet restriction at your age would be of doubtful advantage. Spinal adjustment might solve your problem.

Bathing During Monthly Periods

A. B.—The question of continuing your regular bathing habits during the monthly period is one that depends entirely upon your powers of recuperation, that is to say, your general vigor. There is certainly no objection to a warm sitz bath, and you know a hot sitz bath is often recommended for relief from pain or distressing congestion under the circumstances. The question of cold bathing, however, is one which should be determined entirely by your circulation and ability to react. Most women need to be careful. Some women however, of good recuperation, that is, capable of feeling entirely warm immediately following a cold bath, keep up their bathing habits every day of the year, irrespective. This is a matter that you must determine for yourself.

"Broken Veins" on the Legs

M. B.—The little bunches of tiny veins, or discolorations, that you speak of may be of little or no significance. They do not necessarily indicate the possibility of varicose veins in the future, although there may be a tendency to weakness in the walls of the veins in your case. Does it "run in the family?" The practise of cold water bathing, however, and sufficient exercise to maintain good circulation, will prevent varicose veins and will probably overcome the so-called "broken veins" that you mention. Do you wear elastic garters above the knees?

Fasting for Neurasthenia

J. B. G.—There is no question that fasting brings relief in many cases of neurasthenia, perhaps by overcoming the irritation incidental to more or less food poisoning. Of course neurasthenia is in so many cases purely a case of starved nerves, and the problem of feeding the nerves is merely the problem of finding the most nearly ideal nutrition for the body as a whole. Milk has been found to be the most quickly nourishing food in such cases. In other words, an exclusive milk diet will probably do more for one than any other regimen yet discovered. If, however, your nervous trouble is the result of irritation or poisoning of the system, you might do well to follow the plan outlined by Dr. Thomas Clark Hinkle in this magazine more than a year ago. He found that sugar and proteins acted as irritants, or food poisons, to certain people. Complete elimination of sugar, meat and eggs from the diet brought about a cure, and that without stopping work, or any other form of treatment. You might try his plan. It might make a long fast unnecessary.

How America's Leading Men Safeguard Their Health

Is there anything in the world more pitiful than when a man in middle life is suddenly robbed of his health—unable to support and care for his loved ones—or taken from them by the grim reaper?

By Frank G. Soule

HOW many times have you picked up your morning paper and read something like this:

"Mr. John Smith, the well known merchant, was stricken last night in his home with an acute attack of ——. He died before medical aid could reach him. Mr. Smith's sudden and untimely death will come as a profound shock and tragic surprise to the entire community as he apparently had been in the best of health!"

Mr. Smith's "sudden" and appalling death got into the papers because of his prominence. But for every Mr. Smith there are thousands of men and women stricken and snatched away in the prime of life, people whose "sudden" deaths are not of enough importance as "news," to be recorded.

And Mr. Smith apparently had been in the best of health! But as a matter of fact his death was not "sudden." He had been dying for years without knowing it. Had he taken the same precaution with his precious human machine that America's leading men now take with theirs, he might have been spared for many more years of healthful, vigorous life.

For it is true that always, for months, even years, there are unmistakable indications in every person's system which show definitely and conclusively exactly what is wrong. But the pity of it is that the diseases which cause these "sudden" deaths in the prime of life, diseases that often carry off little children, almost in the twinkling of an eye, are so insidious in their attack that **there is no outward symptom of their presence until the victim has passed beyond all hope of recovery.** In fact, an alarming feature of these diseases is that the very poisons in the blood which cause such "sudden death" often give a fictitious stimulation which gives the victim all the appearance of good health—rosy cheeks, bright eyes and unusual energy. Yet all the time the body may be slowly but surely breaking down under the vicious influence of these unseen poisons.

There are 600,000 deaths in the United States each year from preventable diseases—there are 3,000,000 people sick all the time, most of them needlessly so. It is for these reasons that America's big men have demanded some kind of efficient protection against the lightning-like death that strikes everywhere, every day.

Fortunately there is a way to know when this unseen and unfelt disintegration has started, and there are many simple ways of checking the progress of the diseases and restoring the patient to perfect health.

Science can warn you of approaching danger, protect you and your loved ones from these diseases and add perhaps from ten to twenty years to your normal life span.

It is by the use of these scientific measures that such men as Wm. Wrigley, Jr., Carl Laemmle, President of the Universal Film Company; George Ade, the Famous Humorist; Chick Evans, the Golfer; Paul A. Harris, the founder of the Rotary idea; Justice O. N. Carter, of the Illinois Supreme Court, and thousands of other men at the heads of their professions, protect themselves against the slow disintegration caused by sedentary living, lack of exercise and high pressure brain work.

These men—every ninety days—without leaving their offices and without spending more than four minutes each year, obtain the most thorough and complete analysis of their physical condition ever made and receive a detailed report showing exactly what may be wrong. In addition they receive a sheet of helpful suggestions for correcting the trouble and warding off the disease that might otherwise strike death into their midst, deprive their businesses of their guidance, their friends of their association, and their loved ones of their protection.

A few years ago, such a service as this—by virtue of its cost and inconvenience—was out of the reach of most men. But now, thanks to the corps of trained Scientists and specialists maintained by the National Bureau of Analysis, this service has been put within the reach of every man and every woman and made available for every child at a cost which is insignificant when compared with the value of human life.



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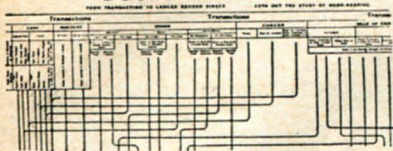
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A Forum for Physical Culture Girls

Conducted by Marion Malcolm

This Department is a personal experience forum in which our Physical Culture Girls may by word or picture relate their physical culture experience—in health building, in athletics, and outdoor life, etc.—and tell what physical culture has meant in their lives. For letters and photographs published in these columns we shall present the contributor with a sterling silver Macfadden League brooch. If the writer personally gives details of her own experience, a year's subscription as well as a pin will be awarded to her.—The Editor.

Your Job Need Not Cost You Your Health.

TO THE EDITOR:

I was a printer in a photographic studio. If you have ever done that work you know that it means eight hours every day, shut up in a "dark room," which all photographers agree it is impossible to ventilate properly.

Every ray of white light must be excluded as it ruins the printing paper—yellow light only is permissible.

Also the chemicals in the developer and the "hypo" exude fumes that thicken the damp air and make it hard to breathe.

Still, the work is fascinating, and I never knew a printer who would admit he was losing his health because of it. So when I became troubled with a constant headache and a deadly lassitude, I did the usual things for them and kept on going. Finally I had to have medical aid, so a friend took me to a nerve specialist who made the usual examination, shook his head, and said:

"Just the tiredest little girl I ever saw in all my life. You must have a good rest and a course of electric treatments."

He wouldn't promise to help me unless I took a rest and at that time I didn't feel able to afford it, so I thought, "Oh well, doctors don't know everything," and kept right on.

Then I saw a PHYSICAL CULTURE Magazine and for the first time became really interested in the thing.

I made a mighty resolution and started to work. I would get out of bed every morning, so stupid, I could hardly open my eyes. I started the day with a series of building-up exercises, which I took before an open window with very little clothing to hamper my movements.

This I followed with a plunge into a tub of cold water, never remaining in it longer than was necessary just to splash myself all over.

A vigorous rub with a coarse towel and I felt glowing and alive.

Never feeling the need of breakfast, a cup of hot water, perhaps two if my digestion was sluggish; an apple or some other fruit, and I started to work.

We lived about one and one-half miles from my work, and instead of taking a car, as formerly, I started out on my walk, downtown.

Every morning I managed to take one hundred deep breaths, taking about four steps

to inhale and the same to exhale, always making sure of the hundred as I had heard some one say a hundred deep breaths every morning would insure one against lung trouble.

For over a year I kept this up, though at times it was bitterly hard work to make myself do it when I wanted so much to be lazy as before. But I kept at it, choosing the most nourishing foods and little meat.

At first my glowing feeling wouldn't last till I got to work. Then, after a while, it was noon before the old lassitude came on, and finally it was all gone.

Then, if you please, the doctor told me I had had tuberculosis of the lungs, (not bad, of course) and I had cured it, myself! Of course it hadn't had a good start or it would have required more medical aid—real will power, especially on mornings when the water comes out of the faucet with the chill still on it—still, if I did it, so can YOU!

Keep saying, "I will!" and make it a ringing truth, and health and happiness will reward you.

MARGARET CHESTER,
La Habre, Calif.



Maryon Vadie, one of the most charming dancers of the American stage, has achieved remarkable heights of success, at the age of only twenty-two.

She Finds the Attic Makes a First-class Gymnasium.

TO THE EDITOR:

Last year I was extremely thin, had hardly any muscle but only a little flabby tissue.

After reading some of the articles in your magazine I decided to practice their teachings.

Every morning I get up early, wriggle into a gym suit, and run up to the attic, where the beams run horizontal with the ceiling. I get hold of a ladder, hang on to these beams then go across them hand over hand. At first I couldn't go very far, but soon I was able to go across and back five times.

Then I use a lower beam which I can reach from the floor, and I draw myself up with my hands. Chinning is some muscle-builder!

Next I go through all the exercises I know. You'd be surprised how it has developed the muscle in my arms. I have gained twenty-five pounds since starting this program.

And it's fun!

M. L. P.

This girl is obviously quite a gymnast. Men very easily chin themselves. Most girls cannot do it. This difference crystallizes in a very pointed way the essential physical difference between the sexes. Can you do it?—The Editor.



Greta Allen of Toronto, Canada, executing an original little toboggan stunt of her own on the rolling waves.

A Home-made Health Regime

TO THE EDITOR:

I have been a reader of your magazine for over five years, and have always been in sympathy with your teachings, but failed to apply any of them.

Came a day though, when I began to have various popular illnesses. I became extremely nervous, suffered with dyspepsia in its worst form, constipation, and palpitation of the heart. Life became one long weary dream.

I began haunting the doctor shops, and consequently landed in the hands of a surgeon, who advised me that an operation was my only salvation. I submitted, had my appendix removed, and gall-bladder drained. Followed a terrible year, a veritable nightmare, which ended with a complete nervous collapse. This shows the inadvisability of operating on nervous patients, it only aggravates conditions. But there are hundreds of M. D.'s, practicing throughout the country who can not recognize real disease from neurasthenia.

After I was partly recovered I moved to Colorado, and was recommended here to a famous health school. I wasted three months in this institution, plus six hundred dollars, with no benefits whatsoever. In fact I was in worse condition when I left. Right here I want to voice my opinions on prolonged fasting in extremely nervous troubles. I do not believe in a fast over four days. In my case I was fasted too long, and my stomach simply laid down on the job, absolutely couldn't digest any kind of food.

Here was where I decided to take the case into my own hands. I adopted a system of exercises taken in bed in the morning, at which I spent one hour, then a cold shower with a vigorous towel rub-down. Then I walked an hour or longer, until tired. Breakfast consisted of whole wheat bread, cooked fruit, with very little sugar, one or two glasses of milk. Lunch was of whole wheat bread and as much as I could take. Dinner, a small piece of steak, fish or cottage cheese, for protein, with a large plate of head lettuce and tomato salad, (baked potato twice a week), two other non-starchy vegetables, if possible spinach every day. I found boiled onions good for constipation. If I wanted dessert it always consisted of fresh fruit. Instead of sweet milk I sometimes substituted buttermilk, also I drank two glasses of water before retiring. I do not believe in excessive water drinking, as I found that in my case at least, it aggravated constipation, by diverting the fluids to the kidneys, causing excessive urination, and leav-

ing the bowels dry. The only way to cure constipation, is by establishing normal secretions, and securing perfect digestion. This is done mainly by exercise.

I do not drink tea, coffee, or cocoa. I eat no candy or pastries, no pork, and use no condiments, except a little salt on foods. A normal desire for food needs no palate-persuaders. There is the difference between appetite, and hunger. The former is discriminating and must have certain condiments before food can be taken with a relish. Hunger is satisfied with the plainest foods.

In the evening, I also take thirty minutes' exercise. I was more than compensated for my efforts and sacrifice of certain favorite foods. I am perfectly well, I possess a wonderful complexion, never use any make-up—only a little talcum powder. I spent the entire summer riding, fishing, hiking and mountain climbing as there are vast opportunities for these sports in Colorado. I have accumulated a lot of knowledge on diet and exercise to fit certain cases, and shall be pleased to pass it along.

ELIZABETH KRUEGER.

Denver, Colorado.

How I Conquered Cold

TO THE EDITOR:

Although living the physical culture life to the best of my ability, I was for years unable to avoid contracting bad colds. A short time spent in analyzing the matter resulted in the following conclusions:

A cold always started in one of two ways—from my getting chilled, or overeating. If, as in my case, one is a sedentary worker, one's intense mental absorption leaves the body negative, and very susceptible to chills. To avoid this, simply take notice of the first hint of chilliness and begin to take deep breathing exercises; tense and relax the muscles until a warm glow comes, and if this is done quickly enough a cold will not result.

The other cause is not so easy to handle, for it taxes one's will power more. Overeating is so fatally easy. It is hard to realize how little is required in the way of food.

I have acquired an extreme sensitiveness to the above danger signals, and by heeding their warnings have not had a cold for two years.

Santa Cruz, Calif.

F. M. L.



A charming photograph of Elizabeth Krueger, Denver, Colo., who spurns the bifurcated riding skirt, and revels in the freedom of the very modern breeches.



It is the habit of well kept thousands. Follow the use of your tooth brush with a few drops of Absorbine, Jr. in an eighth glass of water.

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The Real Secret of Keeping Young

By Bernarr Macfadden

HOW long do you expect to live? This is a serious question asked in all seriousness. And it deserves serious consideration on your part. If you are a man or woman of middle age, where do you expect to be ten years from now? And if you have left middle-age behind, if you are 50 or 60 or 70, where do you expect to be ten years from now? What would you give to be able to defy old age for ten or twenty years beyond your time, to live to 80, 90 or 100 in perfect health, retaining vitality and power of mind to the very last?

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The difference between youth and old age is not a matter of years but of the ability of your body to eliminate waste and to replace its worn out cells.

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But when waste matter is no longer eliminated promptly and broken down cells are no longer immediately replaced, poisons accumulate, the blood stream grows impure, the flesh begins to lose its firmness—old age is at hand.

It is obvious then that if you could permanently retain the eliminative and recuperative powers you had at twenty-one you would virtually remain twenty-one indefinitely.

"The Real Secret of Keeping Young" tells you how to retain these powers—not forever of course but for many years longer than you ordinarily would. It is filled with priceless knowledge that you need to know. Not magic but a world of common sense.

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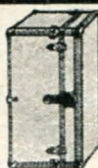
The only way to be well is to build up your body—all of it, through Nature's methods—not by pampering the stomach. It is not fate that is making you a failure; it's that poor emaciated body of yours, your half-sickness shows plain in your face, and the world loves healthy people. So be HEALTHY—STRONG—VITAL. That's living. Mention the ailments upon which you wish Special Information and end with a 10c piece (one dime) to help pay postage on my Special Talk on Thinness and my book, "Promotion and Conservation of Health, Strength and Mental Energy." Don't put it off—send for my free book Right Now.

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How to Keep Cool

(Continued from page 38)

increased blood supply. If we cool the skin we immediately feel cooler all over and throughout.

A fresh breeze is cooling because the air moving by the skin increases the rate of evaporation. Cold water cools the skin by direct contact, but, refreshing as a cool bath is, the effect doesn't last long after you get out of the water. There is no reason why it should, as the actual temperature drop in the body is only a degree or so at the most.

Air-tight clothes are hot as well as otherwise unhealthful and unsanitary. On the other hand, the wearing of no clothes at all isn't necessarily the most effective plan for keeping cool. Artificial though it may be, a thin, soft and porous cloth may be more cooling than no cloth at all, because, slightly moistened by perspiration, it gives additional evaporating surface, and also because it keeps the direct rays of external heat from striking the skin. This is particularly true in sunshine, which is hotter than blood temperature.

Clothing to be the coolest should be light in color. This has nothing to do with evaporation but is a question of the absorption versus the reflection of radiant heat. A piece of black cloth laid on a snow bank will melt a hole in the snow. Black clothes in the summer are stupid, yet lots of us wear them, perhaps because we want to save laundry bills. No one has yet devised a satisfactory white dress for men. White flannel is hot because it is wool, and white duck is hot because it is nearly air-tight.

The people who suffer most from heat are those who wear their overcoats all summer. Many people still foolishly do that, in spite of the fact that the overcoat removers have been doing a thriving business of late. I refer, of course, not to the overcoats made by tailors, but to those made by cooks. Many a woman, who thinks she can't make men's clothes, still succeeds with her kitchen sewing machine in sewing her husband up in an air tight overcoat—perhaps I should say in a union suit—from which he never escapes and finally takes to his grave with him. Of course she usually keeps him company and makes one for herself as well—and perhaps for all the children.

This overcoat of fat costs a hundred dollars or more a yard for the goods in the first place, and as much every year to keep up. Those who wear the very thick ones usually die of chronic sunstroke at about the age of forty-five to sixty.

To discuss more seriously the subject of eating in relation to keeping cool, we have to consider not only the effect of the coating of fat which results from excessive eating, but many other effects as well. The poor fat man not only radiates

less heat, but when he walks or attempts any other exercise, he has more weight to move and so does more work and heats himself up worse from the exercise. Not only that, but if he continues to eat his fat-producing ration, he is constantly generating more heat, even if he doesn't move at all.

This last principle applies to excessive eating, whether one is fat or not. In the minimum diet experiments conducted during the war, one of the positive and universally observed results was that the men were cold. The experiment was conducted in the winter and in the State of Massachusetts, and the men who were existing on a little over half their former rations complained continually of being cold, and needing to wear extra underwear and overcoats and hug the radiators. Naturally, if the experiment had been conducted in Alabama in the summer it would have been more popular.

The consumption of less total food results in the generation of less bodily heat. The spare-eating man can perform the same amount of physical labor with less heat production than the full-eating man. The latter is able to do so without killing himself with sunstroke only because he gets up a good sweat and so absorbs the surplus heat. The full-fed man actually burns more food fuel to produce the same energy; or, as the autoist would say, he runs on too rich a mixture. It's as if that subconscious physiological engineer says to himself (when the man starts to work), "Well, I see this guy has started a good fire, so I may as well shovel in some of this useless junk and get rid of it."

All the above, though I have phrased it popularly and illustrated it with mechanical illustrations, is entirely correct physiological science. The more food we eat the more we have to get rid of. A little of it is stored as fat, and the tendency to store it varies with the individual; but most of it is oxidized or burned and in that process produces heat, which in the summer time can be got rid of only by profuse sweating. The heavy eater sweats much more than the light eater. Now we popularly say that it is healthy to get up a good sweat, meaning thereby that it is good for us to exercise our muscles, and that sweating is a rather simple proof that we are exercising them in a right honest fashion and not dodging the job by taking it too easy. But I have never seen any evidence that excessive sweating is in itself of any benefit. Certainly we all grant that swimming in cool water is fine exercise, but it doesn't make one sweat.

In addition to this heat producing capacity of food taken in excessive quantities there is a specific effect of heat production that varies according to the kind of food. This fairly recent and well authenticated discovery was somewhat of a surprise even to scientists, because the effect was found to be exactly

(Continued on page 110)



MISS WINIFRED KIMBALL, who won first prize of \$10,000 in the Chicago Daily News scenario contest.



\$10,000 reward for a Palmer student's imagination

THE first prize of \$10,000 in the Chicago Daily News scenario contest was awarded to Miss Winifred Kimball, of Apalachicola, Florida. It is the biggest prize ever offered for a scenario.

The contest was open to everybody. Nearly 30,000 entered, many professional scenarioists competing. Miss Kimball, an amateur heretofore unknown to the screen, wrote "Broken Chains," the scenario adjudged best.

Miss Kimball is an enthusiastic student of the Palmer Course and Service. Of the Palmer Plan she writes:

"There is something unique in the kindly interest that the Palmer institution evinces toward its students. I feel that much of my success is due to its practical instructions. I have advantaged greatly from the fundamental wisdom of its criticisms and teachings."

A second prize of \$1,000 was won by Mrs. Anna Mezquida, of San Francisco, also a Palmer student. Seven other students of the Palmer Plan won \$500 prizes.

Until the Palmer Photoplay Corporation discovered and developed their gifts in its nation-wide search for screen imagination, these prize winners were unknown to the motion picture industry.

That search goes on and on. Through a questionnaire test which reveals creative imagination if it exists, more hidden talent will yet be uncovered. The test is offered free to you in this page.

* * *

This is the kind of story that needs little elaboration. The awards speak for themselves. The Chicago Daily News put its great influence and resources behind the motion picture industry, which desperately needs fresh imagination for scenarios. Thirty-one cash prizes amounting to \$30,000 were offered. Thirty thousand professional and amateur writers competed. Their manuscripts were identified to the judges not by author's name, but by number.

The judges—among whom were David Wark Griffith, the famous producer, Samuel Goldwyn, whose studios will produce the first prize scenario, Norma Talmadge and Charles Chaplin, screen stars, and Rupert Hughes, celebrated author and scenarist—selected "Broken Chains" as the best of the 30,000 scenarios entered.

To a Southern girl who lives in a little village of

3,000 population, that selection meant a check for \$10,000 and a career.

To the Palmer Photoplay Corporation, the incident is just one more gratifying record of a Palmer student's brilliant success.

A public that makes its own scenarios

In its issue of April 1, announcing the prize winners, the Daily News quoted the judges as agreeing that—

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That is the message which the Palmer Photoplay Corporation emphasizes in its nation-wide search for creative imagination. As the accredited agent of the motion picture industry for getting the stories without which production of motion pictures cannot go on, the Palmer organization seeks to enlist the country's imagination for the fascinating and well paid profession of scenario writing. Here, in the inspiring story told on this page, is proof that imagination exists in unexpected places; evidence that it can be inspired to produce, and trained in the screen technique, by the Palmer Home Course and Service in photoplay writing.

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(Continued on page 111)



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(Continued from page 107)

opposite to what one would think. We commonly speak of fat and carbohydrates being body fuels, or heat and energy producing foods. This is correct for it is these elements that are oxidized in our muscles, where from twenty to thirty per cent. of their latent energy is utilized in muscular work and the remainder produces heat.

One would, therefore, naturally assume that eating fats, starches and sugars would make one hotter than eating proteins. But it doesn't work out that way, for if a man be put in a calorimeter after a meal of beefsteak he is found to generate considerably more heat than he does after a meal of starches and sugars or even fats. This has nothing to do with the amount of exercise he takes, for in the experiments the subject is required to remain equally quiet in both cases. What evidently happens is that the digestion and absorption of protein in some manner generates more heat. The low protein diet is therefore the least heating and the most suitable for hot weather.

The digestion of all foods generates some heat and the fasting man would keep the coolest of all. Hot weather is therefore a good time for fat folks to reduce. The hottest man of all would be the fat man who is getting fatter by an excessive diet of beef and beans, or other high protein foods.

The most cooling diet is the diet that is light in quantity and that is "light" in quality. This would exclude heavy proteins, especially meat, and fats. Fats do not generate so much heat per calory in digestion; it doesn't take much fat to make a lot of calories.

The green vegetables and fruits of all kinds are ideal hot weather foods. Milk cream and butter should be the chief source of fats, since the milk or butter fat carries the essential vitamins. Likewise the source of the protein required should be milk and eggs, since these proteins are the most completely utilized, and one doesn't need to get all "het up" digesting a lot of low grade surplus protein that is of no use anyway. So go light on meat and the so-called meat substitutes like beans and macaroni.

Eat just enough sugars and starches to maintain the body weight—that is if you are not over-weight, which most people are. Even if your cook-made overcoat is a light one, take it off. Both the removal of it, and the absence of it are cooling states.

And don't quit exercising because it is hot weather. Summer exercises may be taken in cooling ways, particularly if there is an ocean, lake, river, pond or creek in the neighborhood. If none of these gifts of nature are handy there is still the cool of the morning and of the evening and the cooling power of moving air, even if one has to run to make his own wind—after which cold water in the

form of a shower or plunge bath will help get rid of the heat generated.

By vigorous exercise, especially swimming, one can, in a short time, get rid of a lot of body heat without discomfort and so reduce the amount of internal fuel that would otherwise have to be burned more slowly as one sits and swelters or tosses in bed on hot nights.

Hot weather foods that need no science to explain their cooling powers are the iced drinks and frozen dishes. Some criticism is made of ice cream or the ice cold drink from hygienic grounds on the argument that the chilling of the stomach contents stops digestion until the stomach again reaches its working temperature of ninety-eight. Undoubtedly this is correct, and as applied to the drinking of large quantities of ice water the objection is legitimate. But the chilling effect on the stomach is a matter of the temperature and quantity of the substance and the rapidity with which it is swallowed.

The temperature of the stomach being ninety-eight and ice water thirty-two the difference is sixty-six degrees. Therefore water thirty-three degrees below blood temperature, or at a temperature of sixty-five would have half as much chilling power as the ice cold substance. No one hesitates to drink a pint, or even a quart of water at sixty-five, or less, and that would cool the stomach quite as much as half the quantity of an ice cold liquid. From this we may deduce that cool drinks, sipped slowly, and ice cream, eaten slowly, as it must be to be enjoyed, are both relatively harmless in this matter of stomach chilling.

There is another element in foods, that of the natural acid or sourness, which we seem to relish particularly in hot weather. I know of no scientific reason why fruit acids have a cooling effect, but we feel that they have it, and perhaps the reason will yet be discovered. In any case so far as we know, the acid fruits and vegetables have no heating effects, and we can continue to enjoy lemonade and tomatoes, assured that we are thereby swallowing nothing that will make us hotter.

Here are a few items recommended as hot weather dishes; approved and passed by the board of underwriters that insures us against unnecessary internal fires:

Ice cold lemonade, made in the shade, stirred with a spade, by an old maid—or made by the circus man or any one else, but preferably at home by mother.

Cold milk or buttermilk out of a crock in a spring-house with a green frog swimming in the spring—or for city folks who object to the frog, out of a bottle in the refrigerator.

Milk-shake made with a glass of creamy milk, a half glass of shaved ice, a tablespoon of sugar and vanilla or a fruit flavoring. If you haven't an ice shaver and a shaker, get them; they don't cost much and will pay big dividends in

Classified Advertising

(Continued from page 109)



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satisfaction on hot days and comfort.

Lemon egg-nog made by beating an egg with lemon juice, straining and adding sugar, ice and water.

Junket junked with a junket tablet according to directions on the box of tablets, and then set on ice till it's cold. Better yet made into junket ice cream, by putting the curdled junket into an ice cream freezer and turning the crank.

Ice creams of all the home-made sorts. There is nothing wrong with store bought ice cream except that it usually has very little cream in it and also very few eggs. The store-made ice creams are better for fat folks since they have less nutriment than the home-made variety. The chief ingredient of these ice creams is usually gelatin, and gelatin is just a way of making water thicken up and appear nutritious, when it isn't. The gelatin used is so small by weight as not to count.

Gelatin desserts are good for fat folks, if they are not sweetened with too much sugar; with or without sugar they are good summer desserts. Of course the gelatin is chiefly for form and appearance and the fruits incorporated furnish the dietetic values.

Fruits of all kinds and served in all ways are admirable for the summer bill-of-fare. One naturally will use fruits fresh and more often uncooked in summer when they are plentiful and more or less reasonable in price, leaving the canned, jellied and preserved fruits for the winter diet.

All green salads and all fruit salads should find steady employment on the hot weather menu. Let the meat salads go till cooler weather unless you are eliminating meat otherwise from the bill-of fare and use chicken, salmon and such salads as the only meat item. Meat isn't necessary even in that form, but presumably one will eat less total meat in a chicken or fish salad than in steak or roast; hence, if you can't be content without meat at all these light salads will be less objectionable.

Raw tomatoes chilled in the refrigerator and then sliced should be on the table as often as their availability and your taste for them permits. At our house this means about once a day from the Fourth of July till frost—but then we live in a tomato growing country. I could not eat shipped-in tomatoes that often, they are not good enough.

Don't forget the melon on ice, or cooled in the horse-trough. I don't live in a water-melon-growing country, but I wish I did. The trouble is I was raised in one and hence the kind that are picked green and shipped in don't pass the censor of my taste buds. Imported cantaloupes come nearer the mark. Melons of both kinds are great hot weather foods and very good for fat folks.

Vegetables, not otherwise named and classified, should form the main portion of the diet, and in summer time should substitute for a very large proportion of the bread, cereals and meat, which, while



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always insufficient for complete nourishment, are permissible in larger quantities in the winter.

The only vegetable that one is likely to eat enough of to be over-eating is potatoes. But even though they are reputed to be fattening, potatoes are safer for a hot weather diet than grain products, dry beans or meats. The same may be said of green corn or roasting ears as compared with the mature grain products.

String beans have very little in common with the cured or dry beans. Green peas are a little heavier and more like the old ones. All the root crops like beets, carrots and turnips are good fillers for summer use.

Most of these suggestions are for folks that do not do heavy manual labor, or who, whether they do manual labor or not, are amply—or too amply—fat. Men at heavy labor will need more starch, and they can get it from potatoes or from bread eaten over and above the portions served the lighter workers of the family. Folks who are thin can use double portions of milk and some additional starch and fat. However, the way for thin folks to get fat is not to get fat but to get muscle—and the way to get muscle is to take strenuous exercise. The only difference in the dietetic needs of the very thin folks who would like to be thicker and the heavy muscled folks doing hard labor would be a little larger portion of milk and eggs for the thin ones—but this won't do much good unless it is combined with the exercise.

The advice to go light on the meat in summer, and to keep the diet down to the minimum needs of the particular individual applies to all. The way to be cool and comfy in the summer is to live and eat in the healthful way.

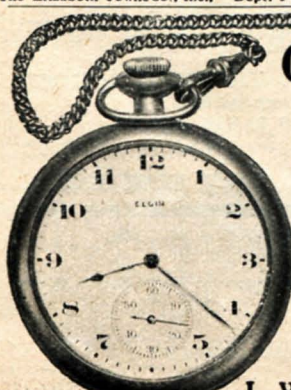
The way to be hot and miserable in the summer is to get very fat, and eat all you can, especially meat, and then to put on a black suit and sit and fan yourself with one hand and mop perspiration with the other while your wife reads to you about the number of people who died from heat prostration the day before.

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Love and Marriage 100 Years from Now

(Continued from page 51)

"It is only a professional mathematician who would be so senseless as to go back a century to find such a device for satisfying a ridiculous jealousy."

"Don't be too hard on her," laughed Dorothy. "The meanest thing she did was to refuse me a bath. I think she was afraid I'd beat her swimming."

"I'm not afraid of it," cried Mary furiously. "I'll swim you for fifty yards with Oliver for the stake."

It was like her to take Dorothy's jest seriously. "Don't be utterly a fool, Mary," I exclaimed in disgust.

"Huh!" snorted Robert, "Dorothy can beat her."

"Of course I can," laughed Dorothy, who couldn't forbear teasing Mary. "What do you say, Oliver; will you put yourself up for a prize?"

I smiled at the light-hearted girl, but turned to Mr. Mason. "Let us go home or we'll delay the wedding," I said.

"You're afraid," almost screamed Mary.

"Yes," I answered coldly, "I am afraid. The mere thought of marrying you is the most fearsome thing I know."

"Oh!" gasped Mary, clenching her fists and stamping her foot like a thwarted child. Then she turned and ran to the lake, into which she plunged.

"Wrap a blanket about you, Dorothy," said Mr. Mason, "and we will start for home. While you are getting ready I'll send a wireless to your mother."

William came up to me as we stood waiting. "Are you going to do nothing about Mary?" he asked.

"She has her own plane," I answered; "she can go home when she's ready. We don't need to bother about her."

"I mean aren't you going to have her punished for carrying off Dorothy?" he explained.

"What punishment can be greater for her than to know her silly plan to prevent the wedding has miscarried?" I demanded.

"In my time she would have been put behind bars," he declared. "I don't think it is safe to permit such a wicked girl to be at large. I am sure there is a law against such things."

"No doubt there is a law," I agreed, "but we don't resort to law very much in these days. We have found that we can adjust the difficulties of life best by the use of common sense. Take this outrage, for example: This story will be told and Mary will be laughed at; the severest punishment Mary could be subjected to."

William shook his head, unconvinced. "If I know that girl," he said, "she won't stop at this."

"She'd better," I answered. "If she should do anything like this again, she will be examined as to the state of her

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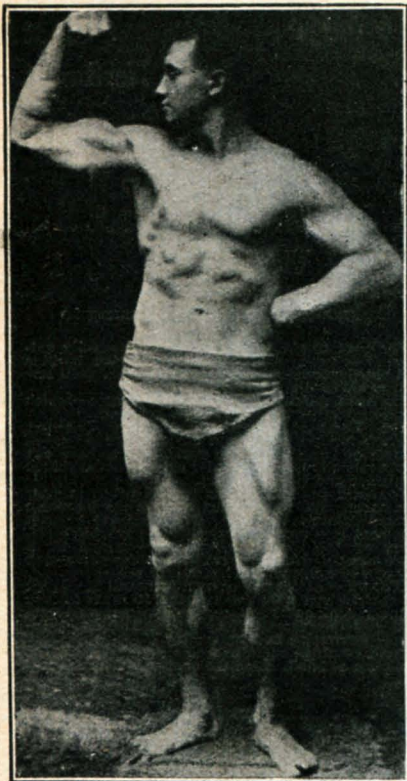
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mind, and perhaps be placed in some institution for defectives. But I think we shall have very little trouble with her. Already you see, Dorothy laughs at her; later when the story is known everybody will laugh at her. That is something a girl like Mary can't endure. My opinion is that she will presently come to her senses and become a good citizen."

"I hope so," he responded doubtfully.

CHAPTER XIV

I think William was the most nervous person present at our wedding. I admit that I was nervous, too, for I realized the seriousness of the step I was about to take. It is not a small thing to enter on a life companionship with the woman one loves and wishes to make happy; and when added to that is the responsibility of properly rearing the children that will ensue, there is enough to make the most light-hearted serious. Anyhow I was as serious as I was happy. I could hardly say more than that.

Mr. Mason, William and I were standing together in the living-room watching the arriving guests, when William said uneasily, "Why doesn't the minister come? He ought to be here."

"What minister?" I demanded in surprise.

"The minister who is going to marry you," he answered.

Mr. Mason, who understood, laughed. "There won't be any minister," he explained. "They will marry each other. You see marriage is a contract like any other; the most important of all contracts it is true, but a simple contract just the same. It is a social contract, however, and we make a pleasant ceremony of it, partly of course for the sake of publicity."

"You have a magistrate?" queried William.

"No. As you will see, Oliver and Dorothy simply stand up and declare themselves man and wife; and we act as witnesses."

"Good gracious!" exclaimed William. "What's to hold them together? Does the law recognize such a marriage?"

"Society does," answered Mr. Mason.

"Do you mean," demanded William, evidently startled, "that this is the way people are married nowadays?"

"Not all couples," responded Mr. Mason. "Some find it more convenient to go before a judge, some go to a clergyman and some agree between themselves and simply tell their friends they are married. Most of us, however, like to make a social affair of it like this."

"Extraordinary!" murmured the old man. "I suppose that since you make it so easy to get married, you even it up by making divorce very difficult."

"On the contrary," replied Mr. Mason, "divorce is just as easy if not easier. If a married couple wish to separate they do so."

"Heavens! what a state of affairs!"

cried William. "The country must be full of divorced people."

"It is very seldom that one hears of a divorce," replied Mr. Mason. "You see marriage now isn't what it was in your time. Then it was a sex necessity and young people were driven into it by sex hunger. Now, although we are far more virile, we are also more normal. We make offspring the reason for marriage and we are more careful to select proper mates."

"Oliver wasn't so very careful," objected William. "He fell in love with Dorothy at sight. And so did she with him. In my day this would have been considered a marriage filled with the possibilities of unhappiness. I don't say I think it is, for I think Oliver and Dorothy splendidly suited to each other."

"Of course they are," Mr. Mason agreed. "You must remember that both have been brought up to understand all that marriage means, and to know all that underlies a proper mating. In your day it was held that ignorance was a virtue in the girl but almost a vice in the man; though in fact all he knew was a little about sex functioning. In your time it was even a crime to teach youth much about sex."

"That is true," admitted William. "I believe that your sweet Polly knows more today about sex than I do. Nevertheless I should think that such a system as yours would lead to free love. You will agree, I suppose, that man is naturally a polygamous animal?"

"Perhaps he is," assented Mr. Mason; "and I will admit that in the early years when we, so to speak, threw the bars down and made marriage and divorce easy, men, and women too, went to extremes. But it did not take long with full knowledge to guide them to learn that the greatest personal happiness came with the practice of monogamy; and, which was of more consequence, that the highest welfare of the children came with it, too. You used to talk in your time of the sacredness of the home, but it was mostly talk. Marriage was admitted to be a lottery, divorce was common, prostitution was a recognized if forbidden institution, and the average home was a place of misery."

"Well! well! maybe," half assented William.

"We soon discovered," went on Mr. Mason, "that no nation could long exist that was not founded on the happy home. We decided that the home should be a place where a happy husband and wife made a happy nest for happy children. You persecuted anybody who tried to change your unhappy conditions — wouldn't let them talk in public, clubbed them and put them in prison if they persisted, made laws against knowledge. Our first important step was to encourage people with ideas to air them. You made it a crime to be different; we made it almost a virtue."

"Do I gather from what you say,"

asked William hesitatingly, "that there isn't much prostitution now?"

"There isn't any," answered Mr. Mason.

"Amazing!" cried William. "We always looked on it as a necessary evil. We tried to keep it out of sight, but the more we tried the worse we made it."

"Naturally, since in your time sex in itself was looked upon as a necessary evil, whereas now we look upon it as the most wonderful and beautiful of phenomena; as we should since it is the very basis of life. Because of your wicked attitude toward sex you were cursed with the most awful diseases. Those diseases have been entirely eliminated. It was knowledge that did it. In your time you fostered ignorance."

"Yes, that is true enough," assented the old man; "we thought that knowledge of that sort was defiling. Your way is very wonderful. But there is one thing that I can't understand at all. From what I hear, you know how to limit offspring and you know how to determine sex in the unborn child."

"Quite true," confirmed Mr. Mason.

"Well," went on William, "I can see how valuable it is to be able to have boys or girls at will, but I should think that the knowledge of how to avoid having children would be bad. In my time it was believed that such knowledge would result in few children being born. We were always urging people to have large families; and in some countries prizes were given to couples who had the greatest number of children."

"Yes," smiled Mr. Mason, "you had wars in your day and you needed many children as food for powder. You cared more for quantity; we care more for quality. Your women wanted to avoid child-bearing because they broke down under it; our women, knowing how to live, love to have children and do have all they can do justice to. When your women had babies they began to deteriorate; our women grow stronger and better because they understand the laws of health. And a woman should improve because of motherhood, because it is her natural function. You watch Dorothy, and see how physically and spiritually she grows more beautiful with motherhood, just as her mother has."

"Yes," agreed William emphatically, "she doesn't look a day over twenty-five, and she is as active as a girl. When I first saw her I thought she must be your second wife."

"And you haven't really seen her yet," said Mr. Mason proudly. "Wait till you see her in the sports the last week in July."

"What kind of sports?" asked William.

"Athletic sports. We expect her to win the hundred yards swimming contest and the two hundred yards foot race," answered Mr. Mason.

"Is she in training for the sports?" demanded William.

"You mean making special prepara-

tion?" queried Mr. Mason. "Oh, no! we frown on special preparation; we keep fit all the time. We expect everybody to be athletic all the time for health's sake. But you will see in July. We seem to be ready for the wedding, Oliver."

CHAPTER XV

For the occasion of the wedding Dorothy had made for herself a charmingly simple robe of white silk that made me think of the ancient Greek costume. She was amazingly lovely. But she was always that to me; and is to this day.

When the short ceremony was over, and we were separated as we mingled with the guests, William took me aside and asked if he might ask me a question. Knowing he would ask something interesting, I said he might ask as many questions as he wished.

"Well, then," he said, "I want to know why Dorothy made the announcement that she would take your name. Don't wives always take the names of their husbands?"

"Not always," I answered him. "They may do as they choose about that. Mary, for example, would certainly elect to be known by her own name, and would probably ask me to take hers. She would be afraid of losing her identity. There are a few women like that, even now. As if it mattered! Dorothy and I talked it over, and I offered to bear her name if she wished. She begged to be allowed to bear mine. It seems to me to be simpler to have the same name."

"It seems odd to me," he murmured. "And don't married women wear rings? I noticed you didn't put any on her finger."

"No," I answered; "I don't think it is done any more. I know it used to be done."

"There's a reason for the lapse of the custom," explained Mr. Mason who had come up unobserved and had heard the latter part of the conversation. "In your day, William, a woman who had children and didn't wear the ring of a married woman would have been in danger of disgrace, wouldn't she?"

"She surely would," he replied.

"Disgrace for what?" I asked.

"She would have been suspected of having children without a husband," Mr. Mason answered. "Isn't that so, William?"

"Yes," he assented.

"Oh yes!" I cried, "I remember that formerly motherhood was always more or less shameful. It was only wifehood that was really respectable and respected."

"I don't think you are quite right about that, Oliver," he protested. "I admit that motherhood out of wedlock was disgraceful. Surely you don't mean that it is forgiven now?"

"Not forgiven," smiled Mr. Mason, "because no one looks upon it as wrong. We think it is unwise, however, since it

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seems to us that a child needs a father in its life as well as a mother. Nevertheless there are a few odd women who think they can accomplish their life work better unmarried. It happens that Dorothy, for example, like the great majority of women looks upon being a mother as her life work."

"Isn't that what you would call reactionary?" asked William. "I remember that in my time women were making a great fight for freedom. I think it was the year I was shut up in the valley that they had their first vote. If I am not mistaken they insisted on working the same as men, and repudiated the idea that their only sphere of activity was in the home."

"It was a splendid movement," answered Mr. Mason; "and I believe it was the first great, forward step in the emancipation of woman from the actual slavery of an inferior position. She wanted to be the equal of man, as was right. It was only natural that she should go to excesses at first. But freedom brought a new sense of responsibility to woman. She saw that she could be free without imitating the follies of man, as she first set out to do; she saw that nature had marked out the field of her activities—a field from which men were barred, the field of motherhood. She discovered that to be a good mother required serious preparation; that she must be physically well and strong; that she must be mentally, morally and spiritually educated for her work, which was the most important to be done in the world."

"Yes, yes; you are quite right," assented William. "Then your women no longer work, I suppose?"

"Indeed they do," we both cried out; and Mr. Mason went on. "There are some things that women can do better than men; teaching, for example. When a woman has reared a family of her own and done it well, she has served her apprenticeship, and is well fitted to teach."

"Do you mean," asked William in surprise, "that only mothers are permitted to teach?"

"Only mothers whose children are so well grown that they no longer need her care."

"Extraordinary!" cried William. "I may be mistaken, but I think in my time married women were barred from teaching. At any rate the teachers were mostly girls and unmarried women."

"Yes, I know," agreed Mr. Mason; "but then you had a different idea of education from what we have. Your schools were prisons, and your children were all taught the same things without regard to their different abilities. And many of the things you taught in your schools were perfectly useless in after life. You must go to one of our schools and see how different it is. The great difference between your time and ours is that you looked on children as pieces of property belonging to you, while we look on them as sacred responsibilities. We

feel that the child belongs to itself and that we are accountable to it for giving it a chance to be its best self."

It seemed to me that this was the hardest thing to understand that William had yet been introduced to; and he confessed to me at a later time that he had never dreamed of such an attitude toward a child. He told me that as long as they lived he had expected his daughters to obey his most arbitrary orders without question.

I may as well confess now that interesting as the conversation was I was glad to have it interrupted, as it was by Dorothy's coming up to say that she was ready to start.

My firm had presented me with a new and very fast plane, partly in recognition of what I had done in discovering oron, and partly to facilitate my movements back and forth from the valley. It was in this fine plane that we were to make our wedding journey. It was fully equipped with every new device for comfort and efficiency, and we felt very happy as we took our seats in it.

Just before we rose into the air, William came up to me and whispered, "Keep your eye out for Mary; I don't believe you are done with her yet."

I was so happy that I couldn't refrain from laughing. It seemed to me that we had disposed of Mary for all time. I felt that even her reactionary nature would not suffice to keep her constant to her purpose of injuring Dorothy after the exposure of her silly attempts to that end. However, I promised to watch for any sign of her.

"And be sure," cried Polly, "to be back in time for the sports. We are expecting great things of Dorothy."

"All right! all right!" we cried; and with a last wave of our hands we rose into the air, and once more were off for Happy Valley.

I'll attempt no description of the long trip. In the first place it didn't seem long to us, and in the next place we saw only each other.

It was dark when we reached the valley, but I had no difficulty in dropping down because I had a wonderful searchlight in the plane, with which I illumined the earth below us.

I remember that the first thing we did was to strip and plunge into the lake. We intended to sleep out of doors, and I was engaged in preparing the bed when Dorothy touched me on the shoulder, whispering, "Listen!"

I stood up and turned my head. Faintly there came the drone of an airplane, as if it were far up. Then, as I listened, I caught a familiar sound. I turned to Dorothy, who stood beside me, very beautiful in the bright moonlight.

"Mary again!" I groaned.

The next installment of "Love and Marriage 100 Years from Now" will appear in **PHYSICAL CULTURE** for August

I Changed My Diet —and Myself

ONE hundred twenty pounds of meat and every ounce of it worth its weight in gold—to me.

But it was not always "thus." Up to twenty years of age I was shy, self-conscious, thin and tubercular, more often sick than well. Even when I "pretended" health and gay spirits the reaction always left me weak and nerveless.

My family knew absolutely nothing about correct diet and right living. Mother was a splendid cook—the best I ever knew—food *tasted* good and we had plenty of it, but it was a far cry from a balanced diet. Since I have studied food and its correct values I know that it was the vitamins that were left out. Our food was served up dainty! No peelings left on—I *should say not!* No vegetables floatin' in their own liquid—NEVER! We had lots of desserts, pie, puddings, hot cake, etc. Father's digestion was good—he "got away with it". Mine was not so robust and the food "got away" with me.

From the age of nine until I was fifteen I had terrible spells of indigestion. These would run into a painful sort of diarrhoea and I would be so weak for three and four days at a time that I could not stand up or sit up. Left unsupported I would faint and fall to the floor. Along in here (at fifteen years) I commenced developing a few brains of my own and cut out eating rich foods and sweet. I had never heard the word "diet" as we now apply it, but a little common sense introduced at meal time showed me how to reduce my indigestion and, with it, the fainting spells and all the rest of the inconvenience accompanying it. After this, in walked Mr. Weak Back. Shades of the Saints! We had some battle. In fact, we still have a little wrestling match now and then, just to keep in trim.

I eat green things of all kinds, lettuce is to me what bread is to many people. Carrots, cabbage, turnips, radishes, beets, and asparagus come in for their share of attention. In the good old summer time I use fruits and melons too.

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Boiled down, my theory is: the natural selection of food for time and place and work done; cleanliness; bodily freedom, including foot freedom; plenty of fresh air; and last, but not least, *employment* for hand, brain, and heart.

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Dying America

(Continued from page 41)

and the teeming hosts of the colored races.

It happens though that bad conditions have a disagreeable habit of getting worse. Instead of the birth rate remaining stationary it is steadily decreasing.

Birth registration is a new thing even in the States in which it is now required; but a fairly satisfactory substitute for such statistics may be found in census reports by taking the number of children under five years of age to each thousand women between the ages of sixteen and forty-four, the child bearing period. According to the census of 1800 there were 976 children under five to each thousand women. By 1850 the average had decreased to 679. In the seventy years from 1850 to 1920 the average further declined to 476 children. For a period of 120 years there has been an average decrease of 41 children per thousand women in each decade.

Prof. W. F. Wilcox, Professor of Economics and Statistics at Cornell University, writing on this subject five years ago calculated that, according to the foregoing figures, and assuming an unvarying rate of decline in the birth rate, complete sterility would be attained in one hundred and fifty years. By the year 2070 the American race will have entirely ceased to reproduce itself. This, it must be remembered was an arbitrary calculation based on past experience, by a distinguished authority, to be sure, but it necessarily failed to take into consideration conditions which change with each passing year. Thus far changes have been uniformly for the worse.

Figuring in another way from the same statistics, the decrease of 500 children per thousand women of child-bearing age in the one hundred and twenty years since 1800 is 51.2 per cent. On this basis total sterility would be attained in a generation less than the time calculated by Prof. Wilcox.

Juggle with the statistics as you please you infallibly bring up at the inescapable conclusion that the race is approaching extinction with frightful rapidity. The same grim tragedy so often played out in ages past is being repeated in America to-day.

Still, the worst has not been told. The race is not merely disappearing from the world, but it is degenerating. Since the better stock is decreasing more rapidly than the inferior the ratio of good to indifferent and worse decreases. The preponderance of inferior stock increases with results such as are strikingly exemplified in the municipal government of New York City and to a lesser degree, possibly, in the management of National affairs by Congress.

A farmer alive to his own best interests tries to improve his herds and flocks by introducing blooded stock. Year by year he tries to increase the proportion of

blooded to scrub stock until it is one hundred per cent pure. If he were to reverse the process by introducing scrub sires in a blooded herd with the obvious result of ultimately getting down to one hundred per cent. scrub stock, his sorrowing family and friends would have him locked up in an insane asylum; and that is just where such a man would belong.

Well, we Americans, we who are wearing out our vocal organs assuring and reassuring ourselves and each other that we are undoubtedly the greatest and most wonderful people that ever happened, the most enlightened and the most efficient, the hope of the world, and so on, and so on, ad nauseam, are doing exactly what the supposititious fool farmer did when he undertook to improve his blooded herd by introducing scrub sires. Year by year, we are increasing the proportion of scrub human stock and decreasing the blooded stock. We not merely acquiesce in the processes which must lead to our extinction, we are doing all in our power to accelerate their operation. Unfortunately there are not lunatic asylums enough to hold us all.

For testimony on this point be pleased to hear Prof. C. B. Davenport, of the Carnegie Institution at Washington, as quoted approvingly by Dr. C. W. Eliot, President Emeritus of Harvard University. Said Prof. Davenport: "The birth rate of the better families is constantly falling. A Harvard class does not reproduce itself. At the present rate one thousand graduates of to-day would have only fifty descendants two hundred years hence. . . . From one thousand Roumanians in Boston to-day at the present rate of breeding will come one hundred thousand descendants two hundred years hence to govern the fifty descendants of Harvard's sons."

In this connection it is interesting to revert again to the fact, indicated in the first paragraph, that the Presidents have been quite as remiss as their less distinguished fellow citizens in the first great duty, which is to perpetuate the race. The twenty-nine Presidents from 1789 to date have had sixty sons and forty-five daughters, a total of one hundred and five children, which figures out at an average of 3.6 children each. In order to maintain the race without increase or decrease, as has already been stated, there should be an average of at least four children per mother.

As a further interesting commentary on the characteristic American attitude on the subject it is to be noted that the families of physicians and surgeons averaged 2.3 children born per mother of which 2.1 were living in 1920. As an academic theory physicians are supposed to be informed upon the subject of the birth rate and the inexorable result of its continued decline. Physicians are also

proclaimed by their code of ethics to possess loftier ideals than the common herd. Well, there are the figures. Draw your own conclusions.

Among mine operatives, the Hungarians, Slavs, Poles, Italians and others who dig the coal, copper and iron for the country, the average number of children born per mother was 4.3, of which 3.6 were living in 1920. That is, the lowest grade of stock was reproducing its kind twice as fast as the educated classes.

Comparing the mental calibre of scrub stock with that of the average native stock it is to be observed that in the State of Massachusetts in 1920 three-tenths of one per cent. of native whites were illiterate, while 12.2 per cent. of foreign born whites were illiterate. In the State of New York six-tenths of one per cent. of native whites were illiterate as compared with 14.2 per cent. of foreign parentage.

If you don't like that, here is another little sample of census statistics. The colored races (including in this term negroes, Indians, Chinese and Japanese) now have an annual birth rate of 39.3 per thousand population in California and 39.5 in Washington. The birth rate of the white population of California is 18.3 per thousand, or less than half the rate of the colored population. And in North Carolina the birth rate of the negroes is 31.3 per thousand, as compared with a birth rate of 21.3 per thousand for the white population of Ohio. Remember that Ohio is an industrial State and therefore has a very high proportion of foreign born whites. In Minnesota the present white birth rate of 23.3 per thousand in 1920 shows a decrease from 24.6 in 1915. These indisputable facts ought to help impress upon your mind the serious racial consequences of the low birth rate in the superior class. But here are a few more facts about this class whose alleged superiority does not include sufficient intelligence to perpetuate itself.

Various studies have been made from time to time of college graduates and their family life. Conclusions reached have been unanimous that the birth rate in this class is very far below that required to maintain it, though the details vary slightly. For instance, one study by Stanley Hall showed that 37 per cent. of college graduates had no children after being married six years. If a woman does not have children in the first ten years of married life the chances of her ever having any are remote.

According to another study married graduates of Smith College (for women) averaged 1.3 children; of Vassar, 1.6; of Bryn Mawr, 1.7; of Holyoke, 1.8 children each. Scientific men make a slightly more creditable showing, for they averaged 2.3 children each.

Now with all due respect for the more advanced thought of Greenwich Village and its like, if there is such a thing as an established fact one of these facts is that



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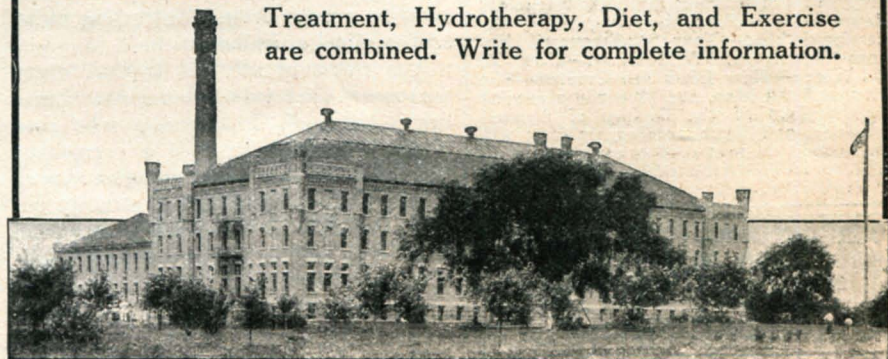
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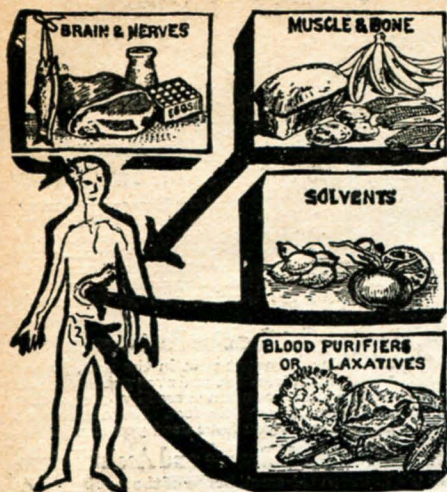
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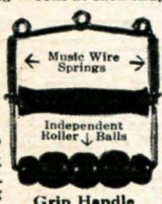
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the child born of cultured ancestry has a decided advantage over those born of the less developed types. If it takes six or eight generations to fix a certain characteristic in a horse or dog it is nothing less than a crime, which ought to be punishable by law, to extinguish human traits and characteristics which have been acquired by ages of struggle and endeavor.

For human beings are more difficult to rear than cattle, horses, dogs and hogs. Men derive their characteristics from an ancestry spread out over a period of something like three hundred years and numbering perhaps two thousand persons. In other words, of all the insufferable rot with which our ears are afflicted, that about the "melting pot" is the worst. The fact that Ibrahim Petoffskyvitch, whose parents were cleared from Ellis Island last month, happened to be born on American soil will not make him an American at the age of twenty-one, except upon election day, of course. Neither will his children nor his children's children be true Americans. Hereditary traits are more persistent than that, as we learned to our cost during the world war. In fact there has never been much assimilation of discordant racial types, in spite of all the shallow twaddle on the subject, and it is not likely that there ever will be.

Assimilation is rendered still more improbable by the dissimilarity of the ingredients now being poured into the "melting pot." Neither in this country nor in Europe is one well defined racial type assimilating another. The Norwegians have not been assimilated by the Swedes nor the Portuguese by the Spaniards, nor the Dutch by the Germans, though they have lived side by side for many more generations than America has been hearing that "melting pot" nonsense. In Switzerland the French, German and Italian elements still remain racially distinct. And the English in Canada have not succeeded in "assimilating" the French habitants, although English Canada is one of the most ardently loyal dominions in the British Empire. The small amount of actual intermarriage has had no appreciable effect in developing a new racial type in the United States. The acquisition of the English language, a fair degree of conformity to manners and usages and a reasonable compliance with laws and customs are far from constituting racial and political assimilation.

The point of all this is that every decrease in the total number of Americans, descendants of the pioneers who conquered the wilderness, is a permanent loss; and that this loss is going on now as it has been for years at a steadily accelerating rate. Those who are so fond of talking about "America for Americans" would do well to note that soon there will be no Americans to inherit America.

This is bad enough, but it is not the

worst. While the birth rate in America is decreasing more rapidly than elsewhere, it is on the decline in every civilized country, or rather it was before the beginning of the war. It would hardly be fair to include the tremendous mortality from 1914 to 1918 in the calculation. The maximum birth rate before the present decline occurred in France in the decade ending with 1820; in Norway, Sweden, Finland, Austria and Prussia in that ending with 1830; in Belgium about 1840; in Denmark about 1860; in Scotland and Spain about 1870; in England, Ireland, Hungary, Switzerland, Germany, Bavaria, Saxony and the Netherlands about 1880; in Italy, Serbia, and Roumania about 1890. In the quarter century ending with 1910, approximately, the birth rate in Hungary declined from 44.6 per thousand inhabitants to 36.7; in Germany from 37 to 34.3; in Spain from 36.4 to 34.3; in Italy from 38 to 32.6; in the Netherlands from 34.8 to 29.6; in Belgium from 30.7 to 27.7; in England and Wales from 33.5 to 26.6 and in France from 24.7 to 19.7 per thousand.

It is true that the death rate in all these countries has decreased with the birth rate. For example the death rate in the same quarter century declined from 33.1 per thousand to 25; in England and Wales from 19.4 to 14.7 per thousand. Obviously this would have the effect of checking temporarily the arbitrary decrease in population, but in the very nature of things the check could only be temporary. The fact that a given generation lives longer than its predecessor does not affect the fact that it leaves fewer heirs in the succeeding one.

Assuming that present conditions are to continue, when the Americans have passed from the stage there will be no more white men to replace them. Meanwhile the colored races which together now outnumber the white race more than two to one show no signs of diminishing. On the contrary, they continue to breed up to the limit of available subsistence. Japan, for instance, in 1917 showed a net increase of births over deaths of 612,774.

Less than twenty years ago Japan tried conclusions with Russia and found that a brown man behind a rifle was quite the equal of a white man. In fact, that particular lot of brown men demonstrated to the satisfaction of all observers that they were superior to the particular lot of white men concerned. From 1914 to 1918 sundry black contingents sent to the battlefields of Europe from Africa and India established to their own satisfaction that the rifle makes all men more nearly equal than anything else. Lessons like that are not readily forgotten.

Is it any wonder that some far-seeing Australians became so much concerned over the declining birth rate, corresponding to the decrease in Europe and America, that twenty years ago they had a royal commission appointed to investigate the subject?

And is it any wonder that England appointed a similar "Committee on National Deterioration?"

America, meanwhile, has done exactly nothing; yet here the menace is greatest.

If the single fact that I have tried to establish by statistics in the foregoing is startling, the evidence regarding the causes, or rather the principal cause, which I shall present in the next instalment is appalling, and as shameful as it is appalling.

What Birth Control Means

(Continued from page 42)

his data from the Voluntary Parenthood League itself, he would not have included in his article the following paragraphs, which are packed so full of misleading statements and erroneous conclusions, that it seems worth while to correct them one by one;

"The Voluntary Parenthood League, another organization, is fighting to have this provision repealed. In the course of time this may be done with wisdom, but it would be highly dangerous now."

It is well for the reader to recall just the sort of language used in this Federal "obscenity" law, from which the Voluntary Parenthood League would remove the words "preventing conception."

"Every obscene, lewd or lascivious, and every filthy book, pamphlet—letter—or other publication of an indecent character, and every article or thing designed, adopted or intended for preventing conception—or for any indecent or immoral use—is hereby declared to be non-mailable matter—."

In view of Mr. Wiggam's dogmatic assertion that it would be "highly dangerous now" to remove the words "preventing conception" from this unclean legal context, one wonders what kind of safety is maintained by labelling self-determined parenthood "obscene," "filthy," etc., and what degree of safety is perceptible in this country of ours in which this law is enforced and enforceable, only against the poor and the ignorant, while the intelligent well-to-do have long since rendered nil its application to themselves.

Mr. Wiggam proceeds: "While the spirit that originally animated the regulation was ridiculous, yet the provision has probably been a wise one, at least for the present."

Wise for whom? For the more than ten million fathers and mothers whose earnings are below the income tax exemption of \$2,000? And how about the other group of over ten million families who are above the income tax exemption, the educated and the well-to-do? Is it "wise" to retain a law which labels their achievement of family limitation "indecent" and "obscene"? This is the only country in the world which boasts this

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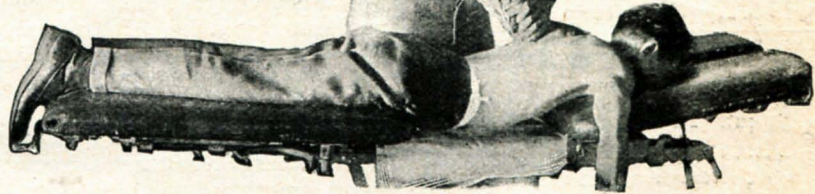
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type of wisdom. No other nation forbids this knowledge as an obscenity.

Mr. Wiggam explains further, "The great danger is, first of all, that all sorts of death-dealing nostrums would be advertised in this manner. The management of organic evolution should not be placed in the hands of patent medicine and nostrum venders."

This is a strange assumption, in view of the fact that other countries, where there are no such laws, are not the victims of any deluge of "death-dealing nostrums." Moreover, the legislative program of the Voluntary Parenthood League includes the enactment of a new separate section of the Federal Penal Code providing that "no printed information as to methods of preventing conception, and no ingredients compounded for the purpose of preventing conception, shall be transportable through the mails or by any other public carrier in the United States except such as bear endorsement of duly licensed physicians or public health authorities." This act together, with the application of the existing Food and Drug Acts, would effectually curb the inordinate ambitions of nostrum vendors and protect the public from any great promotion of harmful methods.

Furthermore, the medical scientists who have done the most research work on method agree that the best methods are the simplest, and they entail so little expense and paraphernalia as to offer no monetary advantage to commercial interests. The quacks and nostrum vendors have no interest in contraceptives apart from profit. If there is no profit to be made, they will naturally leave the field to the disinterested scientists who are genuine promoters of public health and welfare.

Mr. Wiggam's next point is, "Every father and mother have their own individual problems and these problems can only be handled by careful personal consultations with medical advisers of the highest authority. Birth Control advice by mail would lead thousands of women to diagnose their physical condition themselves, whereas the wisest physician on earth would not dare to diagnose himself. Moreover, no reputable physician would ever diagnose and prescribe without seeing his patient."

The need for knowledge as to the wise spacing of babies is not a disease. It does not require special medical diagnosis or prescription, except where the physique of the parents is out of the normal, any more than the average person needs more than common knowledge of modern dental hygiene in order to know how to care for the teeth. The basic principles of contraception are so simple that any ordinarily intelligent adult can readily comprehend them. The best methods of applying these principles will, within a relatively few years after the change in the laws is accomplished, become an accepted part of domestic hygiene. The original information must of course come

from the scientists. It must be authorized and sound, but the doctor will not need to be consulted personally by every individual in need of knowledge, unless special abnormal physical conditions exist.

The passage of the Federal bill will at once make possible the publication in America of authoritative, scientific books and pamphlets which are freely circulated abroad, also the publication of the conclusions of several distinguished American physicians who have for years done research on method and who are now ready to come out in print. With such publications available at every good book store, just as naturally as Dr. Holt's well known book on the care of babies has for years been available, the subject will be free from all the mystery, complications, and selfish professionalism which now threatens its natural progress out from the sewer where Anthony Comstock put it, up into the pure fresh air of applied modern science.

A leading publishing firm stands ready to issue an American edition of—by Dr. Marie C. Stopes, which is a popular text-book on contraception that has gone through five editions in London. Not even the name can now be mentioned because of our Federal law! Dr. William J. Robinson, the well-known sexologist, is ready to fill in the eight blank pages in his book "The Limitation of Offspring," where concrete instruction in method would have been given but for the law. A leading gynecologist has all but finished a monumental book giving most elaborate records of the research on which his final conclusions as to methods are based. Another gynecologist who has specialized on the treatment of sterility as well as on contraception, thus proving that birth control rightly means inducing as well as preventing conception, is ready to write for medical journals a report on his special method. But not even that is permitted by our laws.

Mr. Wiggam's final statement on this point is, "Thus the mercenary and unscrupulous would control the whole racial situation."

Which is more mercenary and unscrupulous, to let the simple contraceptive methods be published by the experts and then taught all over the country quickly, or to scare people into believing that they should wait indefinitely for the Federal law to be changed, and that they must always personally consult a doctor, even when their need for contraceptive instruction has nothing to do with illness?

The Voluntary Parenthood League stands solidly for medical or scientific sanction of all methods which shall be taught to the public, but not for any medical monopoly of circulating the instruction.

Now as to Birth Control Clinics. Mr. Wiggam quotes Holland with its famous fifty clinics "where parents may receive individual advice" as an example for America. He implies that the Voluntary

Parenthood League is opposed to clinics, while Mrs. Sanger's organization is described as promoting them. He says, "It is a travesty upon American civilization, a blot upon our very flag, that such clinics are not now in full operation in every town and hamlet of the nation."

There are several misleading inferences here. In the first place, the Dutch clinics are not clinics as we know clinics in America. They are merely a list of physicians, nurses and midwives, who give information to applicants. They are not institutions.

The Voluntary Parenthood League has published a special pamphlet outlining a plan for the development of birth control clinical service in America, the idea being to utilize *existing* hospitals, dispensaries, clinics and health centers, just as soon as possible, as a means to that end, and having at first a few separately maintained birth control clinics merely as demonstrations to point the way, until the regular hospitals add this kind of service to the work they are now doing. This plan will avoid all the needless expense of permanently supporting separate birth control institutions "in every town and hamlet."

Contraceptive instruction should be available through all the natural channels for education in hygiene, through books, pamphlets, doctors in their private practice, doctors in hospitals, public health boards, maternity center associations and so forth. The London Clinic established about a year ago by Dr. Marie C. Stopes is a beautiful model for the world. There parents go for advice when their babies are coming too fast, and equally when they are vainly longing for babies who haven't come. Both sorts of parents get help. This is *true* birth control, the sort which works both ways. There also parents get help on the other problems of mated life on which they are puzzled or ignorant, a sort of help which is needed by numberless people who are the victims either of no education or false education on sex matters, help which makes for racial progress and happiness.

Only one more point comes within the scope of this writing, that on which Mr. Wiggam congratulated Mrs. Sanger's Birth Control Congress, besides its action on the V. P. L. resolution. This was that her Congress passed a resolution on eugenics, "offered by one of our leading eugenicists, Professor Roswell H. Johnson of Pittsburgh, stating that the purpose of the Birth Control League is to encourage good sound families among our abler and more successful stocks." He adds, "Had this resolution not been passed every biologist and true eugenicist would have left its ranks."

Then follows his criticism of the Voluntary Parenthood League, the inference being inevitable that the Voluntary Parenthood League has no interest in eugenics. Quite the contrary is true, for the Voluntary Parenthood League, which was founded two and a half years before the American Birth Control League, has



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from the beginning had as one of its two objects a strong statement in favor of eugenics. This second object reads as follows:

"The education of parents so that the birth of children may occur with due regard to health, heredity, income, choice, environment and the well-being of the community."

Professor Johnson has himself been a member of the National Council of the Voluntary Parenthood League from its first year. And the League Council has passed the following resolution on eugenics by the initiative of Professor Johnson:

"WHEREAS, a mistaken impression exists in some minds to the effect that a main purpose of the Voluntary Parenthood League is to encourage family limitation with the express object of causing a decrease in the general birth rate,

BE IT RESOLVED, that the National Council of the Voluntary Parenthood League hereby affirms that its dominant interest is in the quality, and not in the quantity of births, and that it firmly supports the eugenic principles which seek the improvement of the conditions of child-breeding; that it holds that the well-born child is an asset to the race, and the ill-born child a liability, and advocates all measures leading to an increase of the former and a decrease of the latter, without reference to numerical considerations, believing that a strict insistence on quality will sufficiently assure the race against the twin bugbears of "race-suicide" and "overpopulation."

Finally, the V. P. L. most heartily joins with Mr. Wiggam when he says, "It is to the interest of every lover of America, every lover of humanity, to study and understand this problem of birth control. The welfare of the American public demands not only light on this subject, but action."

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Vaccination More Deadly Than Smallpox

(Continued from page 49)

write the article on vaccination.

Being a most conscientious man, as well as a great scientist, Dr. Creighton, before undertaking the preparation of the article—and so as to be able to give both sides of this highly controversial subject,—made an exhaustive study of the subject of vaccination, and its effects in preventing the development of smallpox.

Dr. Creighton's study, which included actual experience with smallpox cases, and a most rigid investigation of the preventive, or rather non-preventive results, of vaccination, led him to a conviction of the dangerous nature of vaccination—as regards not only local and temporary reactions, but also as regards permanent general ill health, and even the possibility of loss of life.

Dr. Creighton was convinced of the limited or exaggerated value of vaccination as a protection against smallpox, and of its illogical and unscientific basis as a medical remedy.

Being in doubt as to whether the article he proposed to write would be acceptable to the Editors of the Britannica, Dr. Creighton went to them, stating that what he had found, after most painstaking inquiry, was absolutely contrary to accepted opinion.

He was assured by them, however, that what they wanted was facts—not inspired utterances, attacking or defending any theory.

Dr. Creighton rolled up his sleeves and went to work. The result was a fifteen-column article, so utterly condemnatory of vaccination and all its truth-torturing, tale-twisting evasion and assumption of scientific righteousness, that the medical profession of England stood aghast.

The aghastness was so contagious, that Prof. Edgar M. Crookshank, bacteriologist of King's College, felt impelled to make an independent study of vaccination on the scientific side, and see whether Dr. Creighton's conclusions, and the studies and statistics on which these conclusions were based, could not be refuted.

The result of Prof. Crookshank's investigations was the writing of two ponderous volumes on "The History and Pathology of Vaccination." Not one pro-vaccinist in the thousand has ever read these books, which, by the way, are replete with the most painstaking marshalling of evidence. So much so that no person who is competent, even to sit on a jury and permit himself to be influenced by evidence, can read this work of Prof. Crookshank's, and still believe in the efficacy of vaccination in preventing smallpox. Or in the reputed harmlessness of the rite. Or in anything—except that vaccination is uncertain, and—to

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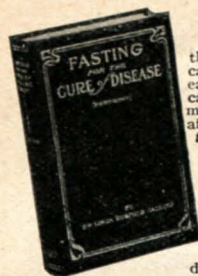
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put it most mildly—unscientific and dangerous.

The final conclusion of this medical authority and profound student of the subject was:

"I maintain that where isolation and vaccination have been carried out in the face of an epidemic, it is isolation which has been instrumental in staying the outbreak, though vaccination has received the credit. Unfortunately, a belief in the efficacy of vaccination has been so enforced in the education of the medical practitioner, that it is hardly probable that the futility of it will be generally acknowledged in our generation, though nothing would more redound to the credit of the profession, and give evidence of the advance made in pathology and sanitary science."

This was the "Et tu, Brute," the blow that almost paralyzed the smugly orthodox. In fact, it made their hair curlier and curlier. And so, remembering a certain dusky-skinned gentleman named Othello, and what happened to his occupation, they took action.

This action consisted in a tacit repudiation of Dr. Creighton's article, and a re-writing of this particular reference, in a Tenth Edition of the noble and inspiring *Britannica*, hustled right along to meet a rapidly growing demand for pickled pap.

The gentleman elected for this dignified and honorable job was none other than Dr. S. Monckton Copeman. Dr. Copeman's impartial and professionally disinterested attitude on the subject, may be gauged by the fact that he was a manufacturer and inventor of vaccine virus—with every pecuniary and professional reason for soft-peddling with all four feet on the failures and dangers of vaccination. And additional reasons for minimizing such evidence as was crying, trumpet-tongued, for recognition.

That the editors of the *Britannica* were guilty of a serious degree of mental obtuseness—not to say moral obliquity—when they selected a calf-poisoning, virus gardener to prepare this important article, should be obvious to any individual whose mental status is more than six and one-half per cent better than half-witted.

For the *Encyclopedia Britannica* tinctures the thought of millions. It is revered and respected as the last word on practically every subject on which a last word may be spoken.

It is consulted by millions of English-speaking people in every part of the globe, almost as a routine measure. Its conclusions are practically irrefutable. In fact, it is almost as definitely established as is the multiplication table.

Yet, the present article in the *Britannica* on a subject of vital importance to almost every man, woman and child in the get-at-able world, was written by a virus grower, a man whose chief interest in life was to make two vaccine points grow where none grew before.

This is the man whose romance-tinged page superseded the scholarly study of a

great scientist! "Gaze on this picture, and then on that."

Dr. Copeman, because of this article, is regarded as one of the leading authorities in the world on the subject of vaccination. No doubt, fifty thousand among the hundreds of thousands of people who will read this article, will be influenced to read Copeman's article in the *Britannica*. But few of all these thousands will ever get a chance to read Dr. Creighton's article.

For, the Ninth Edition of the *Encyclopedia* is a rare bird—almost as rare as a dodo, or a great auk. And yet, by persistent inquiry, you may be able to locate a copy in your local Public Library.

If you do, you will have the satisfaction of reading such arguments as this:

"Cowpox, indeed, is parallel with the venereal pox, both in the circumstances of its becoming an infected ulceration (indurated or suppurating) and in its secondary or constitutional manifestations as an infection in man.

"In the third report of the clinical hospital of Manchester, Whitehead states the results of his inquiries on post-vaccinal illness in children. Setting aside most of the cases of illness vaguely alleged by the mothers to have been the consequence of vaccination, he admits as truly post-vaccinal thirty-four cases of syphilis or pseudo-syphilis; of these he enumerates only fourteen in his table of sixty-three cases of children's syphilis of all kinds, the other twenty cases being omitted, it would appear, not because there was any doubt of their being post-vaccinal, but because they were not of the perfect type of infantine syphilis. Such was the experience of a competent observer at a single hospital during a period of twenty months.

"In the registrar-general's tables of mortality for England and Wales about one-half of the deaths from 'cowpox and other effects of vaccination' or nearly thirty per annum, may be put down to effects of vaccination other than erysipelas; but there is nothing to show that these were fatal cases of vaccinal ulcers with constitutional symptoms of marasmus. On the other hand, the table of deaths from syphilis shows an enormous and steady increase in the number of deaths of infants under the age of one. In the first year of compulsory vaccination (1854) the deaths suddenly increased by one-half, and the increase has gone on steadily since then.

"It is a mistake to suppose that smallpox has shown a tendency toward a universal infection; for all its chances it has kept within moderate limits of age and place, and extended only by repeated provocation.

"In Europe smallpox has been peculiarly a disease of infancy and of the most crowded parts of cities. It has victims among the upper classes, just as cholera has had; but, like that disease, its habitat is among the crowded poor; and would have touched the well-to-do classes less in

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On Page 129 Is a Complete List

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former times if there had always been spacious west-end quarters in cities, or the modern 'passion for clean linen,' personal ablutions, and fresh air. Tenement houses and ill-ventilated courts or alleys have been the natural harborage of smallpox; in proportion as these have been demolished, the disease has disappeared.

"The alarm attending each severe epidemic has induced the legislature to make the vaccination law more stringent and vaccinators to insert more of the virus, so that the periodic subsidence has corresponded to, and has seemed to be owing to, the better enforcement of the practice; but there have always been alternating periods of quiescence and exacerbation, irrespective of any prophylactic. Moreover, smallpox being a foreign contagious skin disease, lurking in congenial haunts, it would be quite according to precedent that it should one day cease absolutely in a community where sanitary progress had reached an advanced stage.

"The universal practice of cowpoxing is based upon the assumption that this contagious skin disease imported from the tropics is a thing that Europe must reckon with for an indefinite time. On the other hand, the teaching of epidemiology is that a foreign pestilence never stays unless it finds quarters suited to its existence.

"Notwithstanding the fact that Prussia was the best re-vaccinated country in Europe, its mortality from smallpox in the epidemic of 1871 was higher (69,839) than any other northern state. The efficacy of re-vaccination is sometimes sought to be proved by the immunity of nurses in smallpox hospitals. The experiment of not re-vaccinating the nurse was tried at the smallpox hospital of the South Dublin Union in 1871-72; twenty-nine out of the thirty-six attendants had not been re-vaccinated, and these all escaped smallpox as well as the other seven.

"The evidence as to re-vaccination on a large scale comes from the army. According to a competent statistician (A. Vogt), the death rate from smallpox in the German army, in which all recruits are re-vaccinated, was sixty per cent. more than among the civil population of the same age. The Bavarian contingent, which was re-vaccinated without exception had five times the death-rate from smallpox in the epidemic of 1870-71 that the Bavarian civil population of the same ages had, although re-vaccination is not obligatory among the latter.

"It is often alleged that the un-vaccinated are so much inflammable material in the midst of the community, and that smallpox begins among them and gathers force so that it sweeps even the vaccinated before it. Inquiry into the facts has shown that at Cologne in 1870 the first un-vaccinated person attacked by smallpox was the one hundred and seventy-fourth in order of time; at Bonn, the same year the forty-second; and at Liegnitz, in 1871 the two hundred and twenty-fifth."



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Here is some data that must give even the most enthusiastic vaccinator pause. It must engender a conviction that in the philosophy of the anti-vaccinators there is some element of credibility.

The deliberate "killing" of the Creighton account of vaccination, and its dangers and general undependability, and the substitution, therefore, in a subsequent edition, of a virtual advertisement for vaccine virus, is as hideous an attack of mental rape as has ever been committed.

It has had a more insidious influence in perpetuating the ridiculous and provedly erroneous practice of vaccination than any other single influence in the world.

In summing up this matter in his very instructive and convincing book "The Horrors of Vaccination," Mr. Chas. M. Higgins has said:

"This greatly biased and one-sided article of Dr. Copeman—the maker or inventor of glycerinated virus—in our greatest encyclopedia, is surely a good illustration of my charge that the trusting public mind is constantly misled, whether intentionally or unintentionally, by some of our highest medical authorities on the whole subject of vaccination, and particularly as to its alleged harmlessness.

"Thus, when Dr. Copeman, who is regarded as one of the leading authorities on modern vaccination, comes to consider the dangers of vaccination, he heads his paragraph, 'Alleged Injurious Effects,' implying that the injuries are only 'alleged' and not real. He goes on to argue or imply that—due to his invention—the dangers and injuries are now trifling or negligible, but tacitly admits or implies that before his invention of glycerinated virus, the dangers were very serious, whereas, with his invention, vaccination is now practically safe and harmless.

"What must we think of the truth of this claim that vaccination with glycerinated virus is now safe and harmless, when, at the very time that its inventor made or implied this claim in the pages of the Encyclopedia, in the year 1910 or 1911, the vital records of his own country, in the reports of the Registrar General of England for those two years, showed that there were eight deaths from vaccination in the year 1910, and fourteen deaths from

vaccination in 1911. And these fatal vaccinations were, of course, all made with the glycerinated virus as, practically no other kind is now used! These vaccination deaths were all in little children under five years, and they exceeded the deaths from smallpox in the same age class by fourfold in 1910, and by threefold in 1911! That is, the deaths from vaccination under five years were eight in 1910 and fourteen in 1911; while the deaths from smallpox under five years were two in 1910 and five in 1911! The total deaths from smallpox in all ages were nineteen in 1910 and twenty-three in 1911.

"The four years preceding 1910 show even a worse record for vaccinal mortality than the record of 1910 and 1911, so that the record of those two years cannot be claimed as anything special or unusual. For example, the reports of the Registrar General for 1906, 1907 and 1908 show a total of only six deaths for these three years from smallpox in the infant ages under five years—the ages most susceptible to smallpox—while for the same infant ages there is a total of fifty-three deaths for the same three years from cowpox or vaccination—nine times more infant deaths from vaccination than from smallpox! In 1909, there is reported only one infant death from smallpox and eleven infant deaths from vaccination!

"This shocking record of vaccination deaths clearly shows that the famous glycerinated vaccination of Dr. Copeman, which he virtually claims to be so safe and harmless in our greatest book of public reference, is actually from three to ten times more fatal to children than natural smallpox, as proved by the vital records of his own country and by the highest statistical authority in the world!"

Difficult it is to write dispassionately upon a matter that seems to harbor so much injustice and persecution. Yet hundreds of thousands of medical men, and uncounted millions of intelligent laymen—with access to a vast amount of literature on the subject—continue to believe in this filthy, poison-pandering practice of vaccination. And God alone knows how much longer they'll keep it up.

For Your Timidity—Take Up Dancing

(Continued from page 53)

everything, and everything moves more surely and smoothly and swiftly through rhythm, though it may be wholly unconscious. A sense of rhythm develops the sense of system, of coordination of thought and movement.

Yes, there is no room to doubt that dancing develops personality, and all of us know too many persons whose personality has carried them to success, to doubt its value in business. But even success in business is not everything—many a man of great wealth would give half his fortune for the pleasing smile, the spontaneous

cordiality of greeting, the ease of manner of the fortunate young man who possesses personality. Perhaps he has been so busily engaged in guarding his dollars and piling up more that he had no time for "social graces." And now when it is too late, he understands better than anyone else how much of the joy of life he missed, and realizes that his fortune might have been won far more easily, and certainly more pleasantly, if only he had taken the time and the pains to cultivate "that something called personality."

Some Difficulties of Marriage

(Continued from page 31)

marriage smooth. It is worth while to refer to this matter, not to suggest the desirability of returning to primitive custom, but to indicate how ancient are some of the "dangers" which still render marriage difficult.

Primitive man was attempting to mitigate or avert the combat of love. For there is an antagonism of sex which comes to its climax in the courtship of marriage. We used to hear of an early form of marriage as "marriage by capture." Westermarck and others have shown that such capture was, on rare occasions, no violent subjugation of the bride; she was a willing party to it. Yet the wide prevalence of even this qualified "marriage by capture" witnesses to the antagonism of the sexes. Men and women are seeking to attain the harmony of union. Yet it is something like the union of the lion and the lamb. Only in this combat each party is lion and lamb by turn. The man is seeking to swallow the woman in his strong arms; the woman is seeking to swallow the man in her receptive body. In the first round it is the man who is strong and joyous and the woman weak; in the second it is the woman who becomes strong and joyous while the man grows weak. Yet, however free from violence—and violence is here fatal—we witness a combat between two fundamentally unlike tendencies. To pretend that there is no struggle is not to abolish the antagonism, but rather to perpetuate it. In order to be resolved, the antagonism of love has to be faced, and the ultimate union, if it is to be real and complete, can only be attained through the exercise of much skill and art.

We thus reach the question of the "Art of Love." I have had to insist before now on the importance of that art for happiness in marriage because the art of love had been in bad odor. It has seemed to belong to the region of immorality. It has in fact been associated with immorality, and for the good reason that so has love itself. In the ancient classic world, and indeed in the modern world until recent times, marriage was something apart from love; it was an institution too sacred for love to be more than a subordinate and unessential part of it. Love was something to be found outside marriage, and so that was where the art of love was to be found. There it was that Ovid, the first famous teacher in literature of the art of love, as a matter of course found it, and Ovid was regarded as the great authority on this matter for at least fifteen centuries after his death. To-day we attempt to associate love and marriage, but we make a muddle of that attempt if we fail to associate also with marriage the necessary art of love. No doubt it must often be disconcerting to



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the would-be lover to be told that if he wishes to avoid failure he must be an artist, that the straightforward, down-right, swift, decisive methods which in so many departments of life he is taught to admire are here out of place. It is scarcely reassuring to be informed that art in love is natural, found on every hand among all kinds of living creatures, sometimes where we might least expect, since not only among mammals but still more among birds, even among insects, success in love affairs is only achieved by becoming an artist. It is so also among human savages, and some of the most apparently primitive peoples, so that it has been maintained that our most exalted forms of art to-day are really only a development out of the activities of early man when impelled by sexual desire, however divorced they have become from the impulse in which they had their origin. But civilization is so far from "nature" that to tell a civilized man he must be natural is an embarrassing demand. We seem to feel that we need rules and lessons and instruction-books to teach us how to be natural. So helpless and so artificial have we become that a little assistance of this kind often is valuable, and many have been grateful for it.* Yet it must always be remembered that books can only give a hint or a clue. It is from within that a man and a woman—for the woman's part is at least as important as the man's and perhaps more so—can alone draw the skill to play the art of love successfully. Love, like any other art, cannot be taught; it can only be learnt, and that by experience.

There is a difficulty, apart from our remoteness from nature, which in civilization renders love more complicated and its success less easy to achieve. That is the diversity of our conditions of life which render individuals themselves more diverse. No doubt there is a vigorous attempt—and in America to a far higher degree than anywhere else—to standardize people, and to suppress those persons who prove troublesome to standardize. But it would be foolish to suppose that this attempt to arrest the process of civilization extends much below the surface. When we find people who can be thus standardized through and through, and not merely on the surface, they are persons of such limp quality that, however formidable they may be by their number, they do not count from any high standpoint, and can never be among the moulding forces of civilization.

Human standardization always remains superficial and incomplete. It is an attempt to return to savagery. However deplorable we may consider individual personality to be, it is of the essence of civilization because civilization multiplies the varieties of condition under which people are born and bred. Such varieties

* NOTE:—I may refer to a chapter on the Art of Love in my own *Sex in Relation to Society*, dealing broadly and comprehensively with the matter, and to the more recent books of a more limited but more precise and detailed character by "De Long" on *"Same Sex Life and Same Sex Living"*, and Dr. Robie on *Sex and Life* and on *The Art of Love*.

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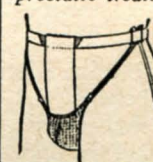
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exist, and especially in America. Here we not only have a vast number of people and therefore the possibility of greater extremes of variation, but an unexampled variety of races, with widely different soils and climates. So that if ever the pressure of the attempt at standardization in mind and morals should be lifted and an ideal of less communistic uniformitarianism take its place, we might reasonably expect in America one of the most superb flowerings of original personality the world has ever seen. We are not likely to see that at present. Yet there are so many different and totally unlike classes and sets and groups of people that the difficulties of varied personality, if not all the advantages, are in full play.

The inevitable result is that it often happens that two strangers—that is to say two people made of unlike elements and moulded by unlike experiences—are in marriage suddenly flung together into the most intimate of relations and bidden to stay there for the rest of their natural lives. They may not want to be strangers or realize that they are strangers. They may not even feel sure that they are not. But each has, instinctively and not by intention, even perhaps with the contrary intention, only shown the other what it has seemed pleasing to show, and each has created an image of the other based on a natural and acquired disposition of its own which is quite unlike that of the other. The result of course is a speedy disillusion. The stranger becomes visible as a stranger. It is a kind of disillusion that cannot easily occur among savages, where the range of variation is small owing to the uniformity of the conditions, and where each individual has gone through the same pubertal initiation and training, but it is common in civilization. The disillusion by no means necessarily implies that the object that has caused it is found inferior to what it was supposed to be. It may even be superior. But it is different. And when we find that a thing is different from what we wanted it to be, and thought it to be, then we are disillusioned.

If we consider how this difficulty of marriage under modern civilized conditions can best be met, one point at all events seems evident. If the two people who propose to enter into a marriage relationship are likely to prove more strangers to each other than was usual in earlier ages, there is a new need for increased knowledge before the union is finally made binding. The road to mutual knowledge is longer than in the old world and that road must be traversed before union is reached. Two advantages are thus gained: it becomes possible to attain mutual knowledge, gradually and easily, without the shock of painful disillusion: it is, moreover, possible to attain that knowledge in time to turn back should it show that the traveller is on the wrong road.

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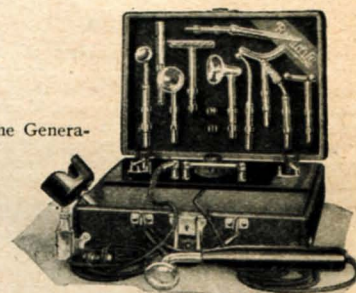
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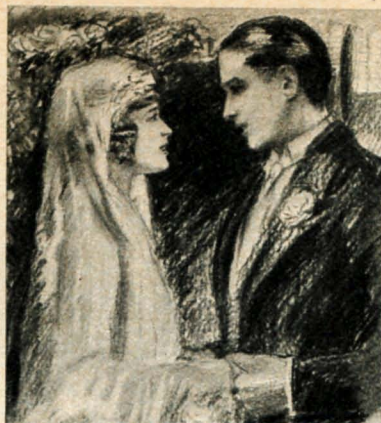
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wise and tolerant view of the difficulties of marriage, violently repel the idea of anything like experiment in connection with it. Marriage, they say, is too sacred a thing to be treated as a matter for experiment. One may fully accept, and even assert, the sacredness of marriage; one may view with repulsion the idea of marriage as merely a lightly undertaken experiment. Yet the approaches to marriage are rightly experimental. It is by making experiments on the path to marriage that the danger may be avoided of making marriage itself a tragic experiment. Life, indeed, is full of experiment just because it is full of experience; the two words are really in substance the same. What in the end is an experience was in the beginning an experiment. We must put to the trial the road of life we select to follow; we must put to the proof whatever we meet along that road; we must at every point test ourselves. That trial and that proof and those tests are necessarily experiments carried out in the laboratory of life; they are the experiments that in the end, make up the sum of our experience of life.

Yet it seems to me that the instinct of those who reject the idea of experiment in connection with marriage is still sound. Marriage is scarcely comparable with a scientific experiment, for we hesitate to try scientific experiments with human beings. We are told of Stephen Hales, an eminent representative of the scientific spirit, that he could look upon those people who disappointed him in life, or injured him, "without any emotion of particular indignation; he used to consider them only like those experiments which, upon trial, he found could never be applied to any useful purpose, and which he therefore calmly and dispassionately laid aside." But ordinary people cannot, and perhaps we ought to add they should not, so regard the man or the woman whom they had proposed to be united to in so intimate a personal bond as that of marriage. The analogy of marriage is much less with a scientific experiment than with a religious initiation. The precautions we ought to take, the care we ought to observe, in order to avoid a mistake as regards our vocation, before it is too late to remedy it, resemble those taken by the candidates for a religious vocation. So it seems to me that we are fully justified in speaking of a novitiate of marriage.*

"A would-be nun," we are told, "before she takes the white veil, enters into a novitiate which is to acquaint her with all the offices and responsibilities of a convent life, without the formal declaration which merges the experiment into a life-covenant. If, at the end of the novitiate in the sisterhood, a woman finds that her nature is unfitted for what she considers the most sacred life on earth, she frankly says so, and, without any reflection,

* NOTE:—This idea was developed at various times by Mrs. Havelock Ellis who had been partly educated in a convent; see especially *The New Horizon in Love and Life*. (Macmillan, New York, 1921.)

tion on her character from the lady-superior or her fellows, she goes back to the world and finds her work there." It ought not to be hard to enter the path of marriage in the same serious and cautious manner, and by similarly thorough and careful methods, to acquire an exact knowledge beforehand of all that sacred vocation involves. Before entering the novitiate the most romantic notions may be entertained concerning the nature of convent life or married life. But to take the permanent white veil and bind oneself for life, whether to a convent or to a home, with no better equipment than ignorant romance, is little short of insanity. It is an acquaintance with the "offices and responsibilities" that is necessary, and though such acquaintance need not, and perhaps indeed better not, involve the most final intimacy, it still ought to involve at least some actual experience of living in the same house for a time with the person with whom one is proposing to live in the same house for ever. Among some communities, even in civilized lands, a novitiate more or less on these lines, by the name of "hand-fasting" or other term, was formerly common: in Iceland it is said, in a completely thorough form, to be still common, and to last for twelve months, which seems a reasonable period. If such a novitiate is regarded as desirable even among primitive peoples with whom life is comparatively simple and uniform, how much more desirable it must be under the more varied and complex life of civilization! Certainly the novitiate must in some ways change its character and even in some respects grow more comprehensive. But, without it, marriage must continue to be as difficult and as dangerous as we see it to be to-day.

I have touched on but a few of the difficulties of marriage. But those I have selected are significant because they are of a kind that can to a large extent be guarded against by wise preparation. We need, indeed, intelligence, and knowledge, and training in self-discipline to approach safely all the affairs of life. With that preparation we may always allow ourselves a confident faith and trust. In approaching marriage, when so prepared, we may feel special confidence. For marriage is one of the most ancient of human, even of animal, institutions. If marriage proves a failure it can scarcely be anyone's fault but one's own.

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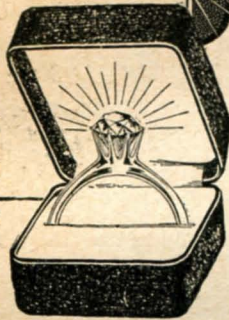
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Yes, learn to become an expert wrestler right in your own home, by mail, from the greatest wrestlers the world has ever known. Be an athlete, be strong, be healthy. Learn how to throw and handle big men with ease. Learn to defend yourself. Learn from the World's Champions.

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Farmer Burns, who taught Frank Gotch—trainer of SEVEN World's Champions, will teach you Scientific Wrestling—Physical Culture—Jiu-Jitsu and Self-Defense. Your name, age and address on a post-card or letter, brings you our Fine Illustrated athletic and wrestling Book absolutely FREE—no obligations of any kind. Grasp this wonderful opportunity. State age. Write. Farmer Burns, B174 Ry. Exch. Bldg., Omaha, Neb.

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BOYS

This is Jackie Coogan, boy film star, who made such a hit with Charlie Chaplin in "The Kid." You know Jackie. He wants to know you. Wouldn't you like to join his club? You can! And you don't pay any dues!

Free Movie Tickets

Yessir! You can have regular spending money in your jeans—dozens of fine Prizes such as baseballs, cameras, Scout knives, catcher's mitts, fountain pens, bikes,—and FREE TICKETS to your favorite MOVIE THEATRE—all FREE to Club Members. Write for full details about THE CLUB; use the coupon.

Would you like to have regular spending money—your very own business? Join THE CLUB and get all these good things. Only regular fellows wanted. If you're a hustler—come on in and join the gang.

This plan keeps boys out in the air, gives them clean, healthful recreation, lively interests and valuable vocational training. All mothers and sisters should send in the coupon for buddy.

Fellers, come on in—the water's fine!

"I-WANTA-JOIN" COUPON

Mr. E. L. Gilbert, Acting Secretary, The JACKIE COOGAN CLUB care of MOVIE WEEKLY, 119 West 40th St., New York City. Third Floor.

Dear Mr. Gilbert—I want to join. Please tell me how to have spending money, prizes and free tickets to the Movies.

Your Name.....

Street and No.....

City..... State.....

What Do You Mean —Ice Cream?

(Continued from page 32)

soap stock. For all the purposes of the pure ice cream law of New Jersey and for the pure ice cream law of every other state, the worst cow butter, unpasteurized, not only can be used, but is used with commercial casein and river water as the foundation for much of America's ice cream supply.

The homogenizer which mixes these ingredients under a pressure of thousands of pounds to the square inch, enough to blow up any marine or locomotive boiler ever built, is the secret behind the mix.

Recently the writer investigated the finest ice cream plant in the state of New Jersey. The ice cream was properly pasteurized and actually contained a minimum of 12 per cent. butterfat instead of the eight per cent. required by law.

The chocolate flavor was made up of cocoa powder, the fats of which had been saponified or reduced to a soluble soap by the chemical action of ammonium hydroxide. This chemically treated flavor masquerading as chocolate does not annoy the law, and as the people know nothing about it, the ice cream was "pure."

Among the fruit flavors were combinations of oenathic ether, nitrous ether, acetic ether, acetic aldehyde, amyl valerianate, amyl acetate, amyl butyrate, valerianic ether, linalyl formate and other synthetic "fruit essences." No, they are never advertised!

The dairy farmers make no objection to the dosing of their butterfat with these synthetics, and as the women's clubs are not familiar with the extent of their use nothing is said or done by the officials who "rejoice" with the taxpayer in the enactment of "pure" ice cream laws.

But why won't the nation's ice cream melt even when it stands an hour in the sun? For the sole reason that it is "bodied" with glue.

In communicating with the manufacturer who is really interested in producing a high grade ice cream without glue, the writer reported the following, which needs no diagram:

"As for gelatine: Armour and Company manufacture thousands of barrels of 'gelatine.' They are greatly surprised to learn that the stuff they make gets into the hands of confectioners, bakers and ice cream makers. They admit very frankly and honestly that they cannot manufacture an edible gelatine and do not attempt to make one for food purposes.

"The stuff they make is glue and is intended for commercial purposes only. They declare its legitimate use should be confined to paper box manufacturers, shoemakers, cabinet makers, carpenters, etc. That it finds its way into human food through the instrumentality of jobbers and brokers after it leaves the

Crooked Spines Made Straight

Thousands of
Remarkable Cases

An old lady, 72 years of age, who suffered for many years and was absolutely helpless, found relief. A man who was helpless, unable to rise from his chair, was riding horseback and playing tennis within a year. A little child, paralyzed was playing about the house after wearing a Philo Burt Appliance 3 weeks. We have successfully treated more than 30,000 cases the past 17 years.

30 Days' Trial

We will prove its value in your own case. There is no reason why you should not accept our offer. The photographs show how light, cool, elastic and easily adjusted the Philo Burt Appliance is—how different from the old torturous plaster, leather or steel jackets.

Every sufferer with a weakened or deformed spine owes it to himself to investigate thoroughly. Price within reach of all.

Send For Our Free Book
If you will describe the case it will aid us in giving you definite information at once.

PHILO BURT MFG. CO.
257-19 Odd Fellows Temple, Jamestown, N.Y.



Do Nine Out of Ten Persons Commit Suicide?

Why do apparently strong, healthy looking men and women die too young?

Do you get up in the morning full of "Pep" and in a few hours find yourself "all in"?

What do you know about the Benefits of Internal Bathing with plain warm water in eliminating putrefactive matter from the intestines?

Why are cathartics and other laxatives harmful?

Why do thousands of people fill Health Resorts, Sanatoriums and Lunatic Asylums?

Our Free Book will enlighten you on these important subjects.

The Dupell Internal Bath is a household necessity and is recommended by physicians, trained nurses and over one hundred thousand users.

Our Free Book tells you why. Let us send you our Free Book today. You will be under no obligation. Your name and address on a postal card will be sufficient.

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MAKE MONEY AT HOME

YOU can earn from \$1 to \$2 an hour in your spare time writing show cards. Quickly and easily learned by our new, simple "Instructograph" method. No canvassing or soliciting; we teach you how, guarantee you steady work at home no matter where you live, and pay you cash each week.

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KLEAN EZ-SUSPENSORY
(FORM FITTING)

Every Man Should
Wear One

The most practical and sanitary Suspensory ever invented. Two sacks with each outfit.

Linen (mesh) All Sizes \$1.50

At your dealer's or POSTPAID on receipt of price.
A. R. CHISHOLM CO., Suite 770, 1328 B'way, New York



Armour glue works is an unhappy state of facts for which Armour and Company declare they cannot hold themselves responsible.

"In New York when they receive an order for edible gelatine they are obliged to treat it as a 're-sale' and go out on the market for it as an accommodation to their patrons.

"You can appreciate the rotten significance of this statement of fact. It is one of the most outrageous conditions found in the food trade. Everywhere I go I find barrels of glue made by the packers. The stuff is being used as 'gelatine' for the frozen dainties sold to children, and in many instances a high price is paid for it, yet the packers themselves, when appealed to, denounce its use.

"I suggest that you take steps at once to secure a supply of fool-proof, edible gelatine, free from sulphites, free from arsenic, free from lead, free from zinc, free from B. coli and other gas-producing organisms disclosing the presence of filth; free from gluey flavor and gluey odor. The probability is that when you do this you will be the only ice cream manufacturer in the whole metropolitan district decent enough to put gelatine instead of glue into your ice cream.

"As for the 'improver' you are using, there is no such animal and I doubt that you would consider it advantageous to advertise, 'We use Blank's Improver in our ice cream'."

But after all, have we any really sound reason for anxiety with respect to our ice cream supply, and is it true that the legalized degradation of the nation's frozen sweets is of such an outrageous nature as to disgrace a large number of the traffickers who live as parasites upon the appetites of children?

The official records of the New York Health Department reveal that in June, 1921, out of 1,400 samples analyzed, 78 per cent. were adulterated. Many of the adulterated products contained as little as two per cent. fat. Even where lard was used a very small quantity sufficed. The stuff got its body from glue.

Director Ole Salthe of the Food Inspection Bureau undertook a series of prosecutions and by December, 1921, he had cut down the adulterations from 78 per cent. to 28 per cent. To-day nobody knows what they are, but everybody knows, who cares to know, that the disclosures reported above merely go to show how corrupt and indecent was the situation behind the scenes, although out in front the public hadn't the slightest suspicion of what was going on.

One of the odd features of the attitude of the metropolis toward adulterated ice cream is the fact that the courts either suspend sentence or impose a fine of three dollars on the adulterators.

Of course, since the exposure of the facts the manufacturers have been resorting to desperate measures to protect

(Continued on page 137)



Pull Your Disease Out by the Roots-

Some twenty years ago I first learned from my own experience, that disease can literally be "pulled out by the roots." I was then almost a physical and nervous wreck, suffering from what doctors told me, and what I myself firmly believe, was an incurable case of diabetes and other serious complications. And I was doing the usual thing—suppressing every symptom by the orthodox method of dosing myself with such medicines and drugs as the medical profession declared could afford me only a small measure of temporary relief.

Nature Cure Brings On the Healing Crisis

It was at this juncture that a book on Nature Cure fell into my hands. It appealed to me as the true philosophy of life, health, and disease. I put its teachings to the test. The test did not fail me. Through the husbanding of what vital force I had remaining, through building up my impoverished blood on a natural basis and promoting the elimination of waste matter and poisons from the system—in short by giving Nature's own healing forces the ascendancy over the disease conditions, a healing crisis was brought about and the disease, itself, was banished as completely as if it had never existed. To-day I am hale and hearty, vigorous, full of life and vitality. And I am positive in my knowledge that Nature Cure will do for other disease ridden sufferers all that it did for me.

I have proved conclusively that in the course of any disease, healing crisis can be brought about by Nature Cure Treatment. And when, through the bringing on of the healing crisis, the disease has run its course and normal health has been restored, the system, having undergone its purge, is stronger, more vigorous than before the disease attack. This has been demonstrated in thousands of the worst chronic cases which I have helped to restore to normal health. (Signed) HENRY LINDLAHR, M.D.

Nature Cure an Exact Science

Since turning to Nature Cure for relief from his own sufferings, Dr. Lindlahr has elaborated upon the earlier Nature Cure teachings and has reduced them to an exact science, marvelous in its simplicity, so easy is it to grasp and put into practice. Quite recently he has put into book form a full and complete explanation of Nature Cure philosophy, together with simple directions which make it easy for you to

Treat Yourself at Home Without Drugs

This \$2.40 Book Sent FREE

There is nothing that is vague or mystical in this book—"NATURE CURE." In Dr. Lindlahr's inimitable style and with remarkable clarity of expression, it throws the cold, white light of Scientific Truth upon the inconsistencies and contradictions of the hundreds of cults and isms which have so long bewildered those who are earnestly seeking health. It deals in a way that you can readily understand with the simple, fundamental laws and principles of Nature that control the processes of life—birth, health, disease and cure. It gives clear and explicit directions for applying to each individual's case at home the same methods of Nature Cure treatment which Dr. Lindlahr himself employs at his two famous health institutes—the Lindlahr Sanitarium of Chicago and the Lindlahr Health Resort of Elmhurst, Ill. It tells you why, and gives you proof of the fact that every acute disease is in itself the result of a healing and cleansing effort of Nature. And it shows you how to bring about, either in acute or chronic disease, the healing crisis which leads to recovery.

You will find this book a revelation in the art of right living—a never-failing well of inspiration and helpful understanding for anyone who suffers from disease in any form. It is a book which should be in every home throughout this broad land.

Dr. Lindlahr considers his book, "Nature Cure," of such great importance to the health and happiness of mankind that he will send a copy to any address merely upon receipt of the coupon.

Mail the coupon right now—to-day—and by return mail receive your copy of this remarkable book. You may keep it five days, which will give you ample time to read it carefully. If you are then convinced that the truths it reveals, the information it gives on how to treat yourself when sick, how to keep in robust vigorous health—if you consider all this well worth ten times the small cost of the book, send us the price—\$2.40—and keep it. Otherwise tell us in 5 days that you do not want it and we will tell you where to send it. No obligation on you whatever.

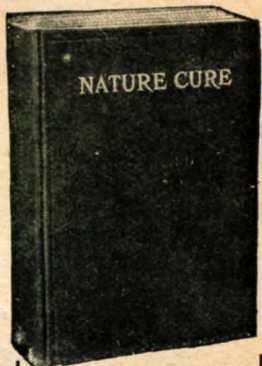
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Nature Cure

Cloth Bound—438 pages
SENT FREE

From the forty chapters which comprise the contents, the few following chapter headings will serve as an indication of the scope and extent of scientific research set forth in this remarkable book:

What is Nature Cure? What is Life? The Three Primary Causes of Disease—The Laws of Cure—Suppression Versus Elimination; Suppression the Cause of Chronic Disease—Inflammation—Effects of Suppression on Venereal Diseases; Destructive after effects of Mercury—"Suppressive" Surgical Treatment of Tonsillitis and Enlarged Adenoids—Cancer—Woman's Suffering—Treatment of Acute Disease by Natural Methods—Dr. Osler on "Medicine"—The Diphtheria Antitoxin—Vaccination—Surgery, Destruction or Cure—Chronic Crisis; Disease Crisis; Healing Crisis—Diagnosis from the Eye; The Story of a Great Discovery—Natural Dietetics; Mixing Fruits and Vegetables; Mixing Starches and Acid Fruits—Fasting—Hydrotherapy—Air and Light Baths—Correct Breathing—Exercise, Massage; Osteopathy; Chiropractic—Legitimate Scope of Mental and Metaphysical Healing—Mental Therapeutics—Strengthening of Will power and Self-Control.

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With no obligation on my part to keep it, send me a copy of your 438 Page Book **Nature Cure**. If at the end of five days I decide to keep it, I will send you \$2.40; otherwise I will ask you to tell me where to send it.



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This Man's Wonderful Experience With THE MILK DIET

IS A COMMON OCCURRENCE. WHAT IT DID FOR HIM IT WILL
PROBABLY DO FOR YOU.



Bernarr Macfadden

"Father of Physical Culture"

Who probably has had more
experience in administering
the Milk Diet than any liv-
ing man.

Every day we receive letters from men and women telling of the almost unbelievable relief that the exclusive milk diet has given them in the treatment of a multitude of ills. Their experience goes far to prove the truth of our contention that nine-tenths of the diseases to which the human body is heir begin in the stomach.

Some of these letters go into such complete detail regarding the success obtained in treating widely prevalent ailments that they cry out loud to be published for the benefit of the thousands similarly afflicted. The following is a typical case,—

MR. BERNARR MACFADDEN,
c/o PHYSICAL CULTURE CORPORATION,
New York City.

Dear Sir:

"The Miracle of Milk" is not simply an expression, but a fact of importance. My experience is, perhaps, worth telling you, and may possibly have some value in your records.

For about thirty years I have taken cathartics, and of late every day, the dose gradually becoming greater. From bilious attacks I have gone on to what was described as acute indigestion, also frequent sick and dizzy spells, when Castor Oil and other remedies were prescribed and different doctors whom I consulted at such times would speak of my system being poisoned in some manner.

In a copy of PHYSICAL CULTURE which I picked up, and for which I later subscribed, I noticed an article on milk, and later in response to an advertisement sent for the milk lessons, but being from home so much did not make use of the treatment for some time, which however much interested me. Returning from New York in November last I had a nasty sick spell, and concluded it was time to look after my health.

I took the milk diet exactly as instructed, taking no cathartics, and finally becoming regular. At the end of a month I had gained in weight seventeen pounds. I then started on ordinary food but did not relish it, going back to milk, three quarts a day with prunes, raisins, dates, which seemed to satisfy every demand of the appetite, my weight going back five pounds, and then remaining constant.

About a month ago the desire for other food returned. The most curious thing is that, while I have always been fond of coffee, and have smoked for forty-five years, I have lost all desire for both, and have taken neither since November, but just a glass of milk at meals. I am wondering if wings will come; at any rate I have had no sick spells since and am hoping.

After ceasing the full milk diet constipation returned to some extent, when I sent for a copy of "Vitality Supreme," and am now quite regular.

Meeting my old doctor this morning, he remarked how well I was looking, and I told him I had discovered a fine new medicine. He asked what it was and I replied, milk. He said, "Stick to that and you will add years to your life." Is there not somewhere the lament, "If I had only been told before."

Very sincerely yours,

The gentleman who wrote this letter requested that we do not mention his name in print. We have it on file, however, and will gladly furnish further information to anyone desiring it.

"THE MIRACLE OF MILK"

BY BERNARR MACFADDEN

is available in the form of a six lesson course. Simply written, easily carried out, with a marvelous depth of wisdom born of the widest kind of experience, the instructions tell you just what to do, *what not to do*, what to watch out for, everything in fact, that you could possibly need to know in order to get the last vestige of physical benefit from the exclusive milk regimen.

Now we ask you fairly, if you are weak and run down or in the grip of some chronic disease, or if in any way you are engaged in a struggle for health, can you afford to ignore such a treatment as this, where you have *everything to gain and nothing to lose*, where, whatever the outcome, the benefits derived will far exceed the time and trifling expense devoted to it?

OUR SPECIAL OFFER

We want you to personally examine the Miracle of Milk and see for yourself the wonderful benefits you can derive from it. Simply sign your name to the attached coupon and mail to us to-day. The course will be immediately sent. Upon receipt of the course pay the postman only \$2.00 with the understanding that if for any reason you do not wish to retain it you may send it back within 5 days after receipt for a prompt refund of your money.

MILK

is rich in the
mysterious elements called

VITAMINES

that have been found so
indispensable to life and
health.

PHYSICAL CULTURE CORPORATION

Dept. 7

119 West 40th Street

New York

MAIL THIS COUPON TODAY

Physical Culture Corporation

Dept. 7, 119 West 40th St., New York.

You may send me "The Miracle of Milk."

I will pay the postman \$2.00 upon receipt of the course with the understanding that if I wish, I may return it within 5 days after receipt for a prompt refund of my money.

Name.....

Address.....

(Continued from page 135)

themselves from the consequences of their indecency. They are now seeking to legalize indecency. First they had a legal standard of 14 per cent. butterfat, allowing but 86 per cent. for milk powder, glue, river water and other things. After a secret campaign in the legislature they managed to reduce 14 per cent. to 12 per cent., allowing 88 per cent. for water, glue, milk powder and other things.

This did not satisfy them, and through the aid of the politicians who never did expect children to vote, and who do not expect them to vote now, the 12 per cent. was reduced to eight per cent., allowing 92 per cent. for river water, glue, chemical flavors, saccharine, improvers, binders, bodifiers, colloidalizers and what not.

Not satisfied with this success they introduced another bill in New York State, cutting down the 8 per cent. to six and one-half per cent. Unless checked by public opinion, there is no telling how much farther these outrages will travel. Public opinion cannot be formed without a knowledge of the facts.

In Pennsylvania a different kind of effort has been made to get a different set of facts before the public. If you live in the Keystone State you may now be assured that paraffin is not legally used in the chocolate coating of the ice cream bars consumed by your children. As a result of a crusade conducted by Director James Foust and six chemists of the Bureau of Foods of the Pennsylvania Department of Agriculture, it is reported that as far as could be ascertained, the chocolate-coated ice cream bars analyzed in the month of April, 1922, were free from tallow and paraffin.

There are many forms of chocolate-coated ice cream bars on the market. Each of them is a mystery unto itself. Nobody, for instance, knows what's in Eskimo pie for the reason that the hundreds of different dealers who pay for the use of the phrase "Eskimo Pie" are each a law unto themselves. Each of them throws off his own individual version of Eskimo pie, according to his own sense of decency or lack of it.

Each maker who pays a royalty for the privilege of calling his product "Eskimo Pie" uses his own formula. Under the law he is not permitted to use paraffin as a weather-proofer. He is not

permitted the use of such coloring matter as Bismarck brown or Venetian red. But he is permitted the use of starch, tank fat and other foreign substances. He can use cocoa shells, stearine, commercial casein, sulphited glue, synthetic sweeteners, chloroforms, ethers and aldehydes.

The mere fact that Commissioner Foust has knocked the paraffin out of the chocolate-coated ice cream bars now being sold in thirty cities and towns of Pennsylvania is justification enough for a bombardment of questions in all the other cities and towns of the Union.

In New York City an obscure Italian without political influence mixed pure olive oil with pure peanut oil and the officials put him on the first page of all the newspapers. The courts were so outraged by the ferocity of the uninfluential foreigner's crime that they convicted him on the spot and fined him the maximum permitted under the statute—\$500. Yet out of a thousand adulterated ice cream samples the same officials in the same court became suddenly anemic, bloodless, spineless, spiritless and were satisfied with three-dollar fines or no fines at all.

Is there no reproach in the fact that politically influential ice cream makers can exploit children up to the hilt and still retain respectability and reputation? Surely that system is decaying to the bone which permits its courts to fine a voteless foreigner \$500 for blending two pure food oils while winking at the evidence against the ice cream adulterators who brutalize childhood under the shadows of political protection.

If you would do your full duty by the children of the community in which you live, the plain facts in the case must convince you that the way to get good ice cream is by refusing to tolerate bad ice cream. All ice cream by its very nature appears to be innocent. How could ice cream excite even the suspicions of a skeptic? Who could be so base as to betray the confidence reposed in him by the parents of little children?

These are nice questions, and the thought behind them is a pretty one, but the facts more than offset the sentiment involved, and certainly justify the exercise of common prudence wherever ice cream is sold.

To Our Readers

WE wish to call to the attention of our readers the three other nationally popular magazines published by the Physical Culture Corporation.

TRUE STORY, issued the 10th of each month, is composed entirely of pulsating, living chapters taken from the lives of its readers. Because truth is indeed stranger than fiction, TRUE STORY is the fastest growing magazine today.

NATIONAL PICTORIAL MONTHLY, published each month upon the 20th, is another great magazine whose popularity is based on truth. It teaches its readers how to win success in life by showing them how successful men and women from every walk in life have won success.

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Once acquainted with them you will like them all.



Dr. Lawton's Guaranteed FAT REDUCER FOR MEN AND WOMEN

Will show reduction taking place in
11 days or money refunded.

Results come usually in three or four days, but if you do not see positive reduction taking place in 11 days (the full trial period) return the Reducer at once together with the instruction book that accompanied it and your \$5 will be refunded. Dr. Lawton, shown in picture, reduced from 211 to 152 pounds in a very short time. The Reducer is not electrical; made of soft rubber and weighs but a few ounces. Whether you are 10 or 100 pounds overweight you can reduce any part you wish quickly, safely and permanently by using Reducer a few minutes night and morning. By a gentle manipulation the Reducer breaks down and disintegrates fatty tissue which becomes waste matter and is carried out of the system through the organs of elimination, thereby the blood circulation is improved. For years Dr. Lawton's Fat Reducer has been successfully sold and is used by thousands. It is ENDORSED BY PHYSICIANS and its use requires no dieting, starving, medicines or exercise. Sold generally by druggists everywhere or will be sent direct to your home in plain wrapper upon receipt of \$5 plus 20c to cover cost of Parcel Post and Insurance (\$5.20 in all).

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Price of treatment within reach of all.
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Bing's Pine Needle Baths

A new and wonderful experience awaits you. Tired of body, mind fagged, nerves ragged, you prepare your bath by adding a spoonful of this new process **Liquid Pine Needle Extract**. At once the delightful aromatic fragrance of the pine forests greets you. Then into the tub! As you rest and relax, the soothing, tonic, strengthening effect rests and restores every fibre of mind and body. Pleasantly and without effort you secure results which are more direct than an actual sojourn among the pines themselves.

Used By World's Greatest Sanitariums and Hospitals.

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Nervousness, rheumatism, neurasthenia, hysteria, neuritis, heart disease, epilepsy, gout, sciatica, obesity, skin eruptions, etc.

Bing's Pine Needle Baths are the only liquid preparation which neither soils the tub or the body. Beware of worthless dry preparations.

Send for trial bottle—a month's supply **\$1.00**. Or the regular family size bottle, **75 baths, at \$5.00**. All mailing charges prepaid. Personal checks accepted.

Fred K. Bing, Jr.

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Live Agents Wanted

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1/2 CARAT \$99⁰⁰

Former all-cash price \$165.00.
New low prices: 40% discount.
1/4 carat, \$49.00;
1/2 carat, \$147.00;
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If satisfied, pay 20% down; balance in 10 monthly payments.

10 MONTHS TO PAY

Genuine sparkling blue-white diamonds now sold direct to you by **DIAMOND IMPORTERS** on credit. 18 Kt. solid white gold ring included free. We guarantee to satisfy you or to return your money. **30 days free trial!** Order direct from advt. or write for 128-page bargain catalog, sent free.

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Name (Please print)
Street.....
City.....State.....

Take Off Twenty Years

(Continued from page 29)

former have more blood in them than the latter. There is no harm in that—you can get along with but a moderate supply of blood, if you will moderate your consumption of it in proportion.

To illustrate: There is a class of professional strong men, making a business of giving instruction in bodily development, and very good and useful men they are too. But if you examine them, or their photographs, you will notice that their muscles, all over their bodies, are enormous, amounting sometimes to actual deformity. Nobody, in the usual course even of an active and strenuous life, requires anywhere near so much muscle. It makes excessive drains upon the vitality to support it; the heart is overworked, and the blood that goes to the muscles is taken away from the internal organs, which sooner or later languish and lose tone in consequence. Finally, these overgrown muscles, in spite of their size, begin to lose power and endurance; they degenerate into masses of useless tissue, yet their owners must carry them about, unwieldy parasites on the more important parts of the body where life resides. The man comes to his end prematurely, being, as it were, suffocated or bled to death.

When a man is not more than thirty, and has acquired such muscles, he may save himself by reducing them gradually, till they have subsided into reasonable dimensions. He must eschew all heavy-weight work, and take only light exercise, enough to keep himself fit. Fifty years ago, I could push up a two hundred pound dumb-bell with either hand, without a jerk. But I realized that there was no use in such feats, and that there might be harm. I quit heavy exercise, and for years I restricted myself to long-distance walking and running, and to light, quick movements of the arms and body, without apparatus. The girth of my chest was 48½ inches. It is now 44 inches inflated, and yet the amount of expansion is nearly the same. Instead of 16 inches or over, my biceps now measures under 14, but it is firm and elastic; and so of the rest. Instead of 200 pounds, my weight is now, at most, 168. I climb the mountain trails here in California where I live without getting out of breath, and with no discomfort of the heart. I eat very little meat, but much bread and wheat foods and milk, and vegetables and fruits. I am in constant good shape, and never a burden to myself.

Now to get back from this digression. In beginning your bodily regeneration, you must take note of the things that oppose and render it difficult. Most obvious of these is of course your own personal lethargy or inertia—your chronic indisposition to make and maintain physical effort. That you must over-

come by force of will, helping yourself by bearing in mind the great value to yourself of the course you are pursuing. You are taking means not only to prolong your life, but to make it worth prolonging; to become able to depend upon yourself and to be independent of others. And you are going to add immensely to your personal comfort by so doing. You will eat well, sleep soundly, wake fresh, and go through the day lightly.

But behind your inertia is that which occasioned inertia. What is that? You may say it is the natural effect of age. Yes, but you must go further back yet—what is the cause of the effect we call age? It is a universal, a cosmic cause; it is the attraction of gravitation. Gravitation, in spite of its usefulness, is the great and inveterate enemy of youth. Its drag upon the body is unceasing; in every hour of our waking life we must struggle against it. Finally, it prevails and drags our body down into the grave. But it is our duty unceasingly to fight against it, never losing courage, and having faithfully done that, we shall have robbed death of the worst of its sting.

Put a lively boy of ten beside an old gaffer of eighty, and note the contrast. In the boy, all the lines and contours of his face and body have an upward tendency, and his movements constantly lift him off the earth; he wants to jump and caper, climb trees, vault fences, hop up and down. He hates sitting still, and you can't get him to lie down except at night, and then how soundly he sleeps!

The old gaffer, on the other hand, looks like a being of another world and nature. Everything about him sags, as if invisible threads were attached to every part of him and were dragging him down and drawing the juice out of him. The furrows in his cheeks are like dry water courses, his eyes sink back and droop in their sockets, his throat hangs in wrinkles, his shoulders seem to carry a weary weight. He stoops toward the ground; his frail legs with their stiff, bent knees, have no spring in them; when he sits in his chair, he does it with a little grunt, and it isn't easy to induce him to get up again. His voice is a pitiless cackle, and even his thoughts are heavy and slow-moving. All that is the work of gravitation: seventy years ago he was like the winged urchin gambling in the yard outside.

But if he had resolutely and persistently fought against gravitation during the past fifty years, he would present a very different and more cheerful spectacle. For gravitation is not only our enemy, but our friend. If we yield to it, it is fatal, but if we strive against it, it becomes as nearly the Elixir of Youth as anything on this mortal plane can be. The reason that two-hundred-pound dumb-bell makes your arms and back

strong is because it is heavy, and its heaviness is due to gravitation. Up in space, where gravitation ceases, it would weigh nothing, and you might play with it all day without the least benefit to your biceps.

But between lifting the two hundred pound dumb-bells and lying flat on the ground with every muscle relaxed, there are innumerable gradations, and what you have to do, as you get on in years, is to adopt the golden medium. Your own body will afford you quite dumb-bell enough. Hold your head up, sit erect, stand erect, walk and run—but never to the point of exhaustion. In the free-hand movements or exercises, which you should perform energetically for half an hour each day, observe every movement that you make, fix your whole attention on it, do it thoroughly, correctly and deliberately, as if you were being paid a dollar a second for it,—and nature will really pay you better wages than that! Don't fall into a routine and think of something else, don't simply go through the motion and leave out the force and accuracy. If you were in prison, and your liberation depended upon the fidelity with which you performed your half-hour practices, you would do them right and with might and main. Now, you are in the prison of old age, and your exercise is the only key to the door that shuts you in.

There is no space here, nor is it necessary, to describe all the different exercises in detail. Scores of "manuals" on the subject are already in print. But I will say that any exercise in the open air is worth thirty per cent. more than the same taken indoors. Pure air is what you want—oxygen. It is a food quite as important as meat and vegetables, and it carries no risk of indigestion. But nine people out of ten never breathe, even when they are outdoors. What they suppose to be their respiration never gets much below their tonsils. Such persons, on first taking three or four deep breaths, feel giddy, and fancy they have done themselves harm. The best time to learn how to breathe is while you are walking briskly outdoors. First exhale forcibly while taking three or four steps, so as to get the last cubic inch of old stale air out of your lungs, thus making room for the fresh air which you are to breathe in during your three following steps. Thus you will have made one complete exhalation and inhalation while taking six steps. Keep that up till you are tired. At first, when you exhale, you will begin to cough. Don't mind that, or the giddiness of inhalation either; it will pass away in time.

Speaking of perspiration, it is another thing of prime importance. If you can by any means manage it, allow yourself one good sweat every day. Let it be the result of exercise, if possible in the open air, but if it is below zero outdoors, pile on flannels and get your sweat in-

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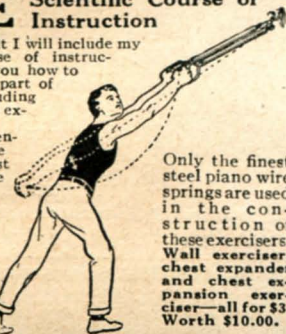
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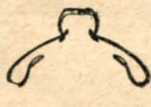
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doors. The sweat, however—remember this!—is no good, and worse than no good, if you neglect to rub your skin dry afterward. Dash some water over yourself, and then go at it with a Turkish towel. Mere bathing with soap and water doesn't really cleanse the skin. The dirt is extirpated only through the pores, by sweating first and rubbing off afterward. After a week or so of this, the condition of your skin will surprise and delight you. Without a healthy skin you can never be in sound health. A smooth, glowing, permeable skin relieves heart and lungs and frees all the internal organs from danger of congestion and morbid conditions. Already you begin to straighten up a little and to step out with more confidence.

A man who can stand straight and walk right is far on the way to physical regeneration. But few persons—few athletes even—know how to do these things. They stand crooked, and instead of walking, they just move along.

To stand straight involves the following: Head up and back, not tipped back, but pressed back till you feel your collar against the nape of your neck; chin in, so that the line of your face is perpendicular to the ground, shoulders down, not pressed back, but pressed down, as if you were trying to reach the ground with your finger-tips. Pay attention to this, it is a secret known only to initiates: it develops the trapezius muscle back of the neck and shoulders and keeps the head in the right posture. Elongate the neck, not by stretching it forward, but straight upward. You may think you can't, but you can. It benefits the spinal cord by extending the vertebrae. Develop the chest, not by inflating it with air, but by lifting it, arching it, squaring it, and keeping it in that posture. Now, always keeping erect, draw in the abdomen. And you may as well know at once that, having drawn them in, you must keep them so ever after. Of course you will find that impossible at first, because the muscles required to withdraw and hold them haven't yet learned their business, but after a few weeks or months they will learn it. Renew the effort as often as you find them relaxing—and take care not to bend forward by way of making it easier. In the end, it will become automatic, and you can congratulate yourself on progress.

It remains to press the loins—hip-bones—back, so as to tense the gluteal muscles or buttocks; to tense the thighs and straighten the knees. Support your weight on the balls of the feet rather than on the heels, which doesn't mean on your toes. That is the way a man ought to stand, and it is an excellent exercise in itself. With it all, you mustn't feel that you are stiff and rigid, like a soldier on parade. Feel flexible and easy, and lift the trunk of the body vertically above the hips to its full extent, so that the lower vertebrae of the spine will be extended; this is of particular impor-

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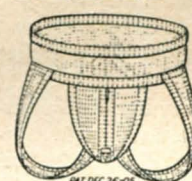
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tance. But be careful not to hunch up the shoulders. The upward stretching must be from below.

To teach you how to walk would need almost an article by itself. In general, let the body above the hips retain the posture for standing. In stepping out, you will have to bend the knee in order that the foot may clear the ground, but don't bend it any more than you have to, and meanwhile try to keep the knee of the rear leg straight. That big muscle back of the thigh—biceps femoris, they call it—is always shrunken and feeble in old men, and you must restore it. Let your stride be as long as you can conveniently make it, and as you send the leg forward, let the hip swing forward with it. It lengthens the stride. Don't let the ball of the rear foot leave the ground until the heel of the forward foot is planted. The shoulders, in brisk walking, will sway a little from side to side, and the arms will swing. Don't exaggerate these movements, but don't try to suppress them. The whole movement in walking, from head to foot, should be continuous, supple, undulating. Neck vertical and elongated, remember; chest developed; trunk elongated above hips; chin in. Train yourself to carry out all these details by a single act of the will, steadily maintained.

As to the calisthenic or free-hand exercises, I will say this only: Keep the idea that the muscles and joints are to be stretched to their fullest extent in every movement, rather than contracted. Long, flexible muscles are more desirable than short knotty ones. And exercise, for old men especially, should follow the principle of a stretching, not of a contraction. Stretching will cause the blood to flow into the muscle as much as contraction will, and the effect upon the internal organs of this stretching is of much greater benefit than any contracting. Of course, the stretching of one muscle may often involve the contraction of another, but keep your attention fixed upon the stretching. The joints will derive good from the stretching most of all, you will hear them crack at first, and they will be sore for a while; but keep it up! The game is worth the candle!

It will not be long before you will notice an all-over improvement in your condition and your feeling, and that will hearten you to go on. People will begin to tell you (with more truth than usual) that you seem ten years younger, and you will be and feel even younger than you seem to an observer. Don't be too ambitious, and overdo, but be steady and unfaltering. The conquering of gravitation—the turning of it into a friend instead of an enemy—is an achievement not accomplished in a day, but it can be done—and you can do it.

Future numbers of PHYSICAL CULTURE will present further stimulating health talks by Julian Hawthorne. Watch for them.

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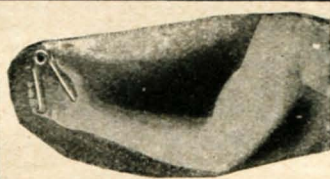
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DEAR SIR:—

I would like to tell you about the greatest problem I ever had in my life and I am now 57 years old.

When a young girl, my mother told me I was born with constipation. Of course I believed her, but as the doctors said I could be cured I went from one to another, taking all the dope they could think of to give me but without results. Then I had a bad case of hemorrhage, was operated on and was sick in bed for months. The doctors told me that when I recovered I would be well and that I would not be troubled with constipation any more. But when I got up—no results and back to pills again. I was getting fat all the time up to January. My son, a veteran of the war in France, came home with a disability discharge and brought a PHYSICAL CULTURE Magazine. In looking it over we saw your splendid offer of the Encyclopedia in five volumes at so reasonable a price that it gave us a chance to obtain it, for we are poor people. My son said, "Mother, send for the first volume and we will see what it is. We may find something that will help us both." I sent for the first volume and from it I learned that I had not been eating or living properly. Immediately I commenced a different way of eating and living and also sent for the rest of the books. My friends told me that I was too old to do the exercises you explained so clearly, but I thought I would try and so commenced the good work. When I started this course I could not walk four blocks without the most terrible pains in my abdomen and legs. When I would rise after sitting for a while, my knees would snap loud enough to be heard in any part of the room. I would also have frightful cramping spells in my abdomen. But after four months of exercise and proper food I am perfectly well and have not taken a pill or medicine of any kind. I have completely conquered constipation and all through the grand work of Macfadden's Encyclopedia of Physical Culture.

On the first of January my weight was 215 and I was a sick woman; now on May 1st I weigh 185 and am well. I can walk five miles without any discomfort. My skin is clear, my cheeks red and not a wrinkle in them. My hair is white, but I don't think it would be if I had had Physical Culture years ago. I talk Physical Culture so much, and look it too, that my friends say, "You are surely a disciple of Mr. Macfadden's." My son says his religion is Physical Culture for it has helped him so much. We assimilate every word of the PHYSICAL CULTURE Magazine and the Encyclopedia is continually referred to for the benefit of all with whom we come in contact. Now I want to state in conclusion that just such teaching as that in Physical Culture as regards the way to eat and live will enable millions now living to live their lives in full. I will do all in my power to advance the truth on health.

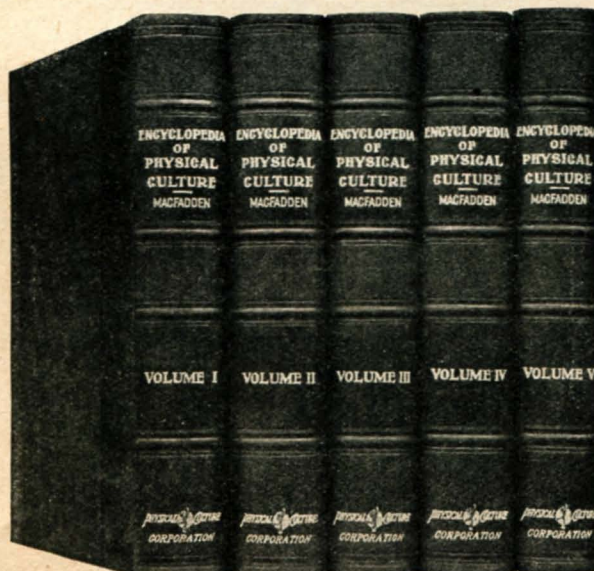
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give first aid in emergencies
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recognize diseases by manifestations
build nervous energy
treat the common forms of disease
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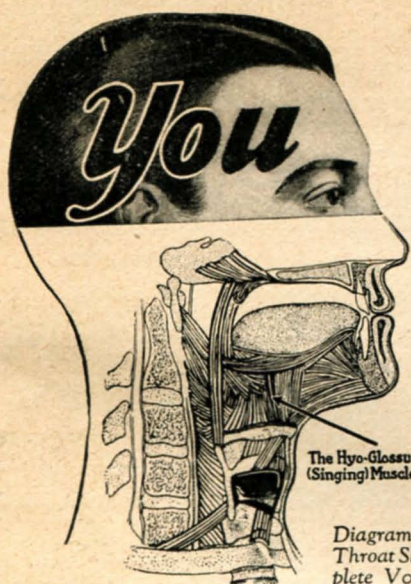


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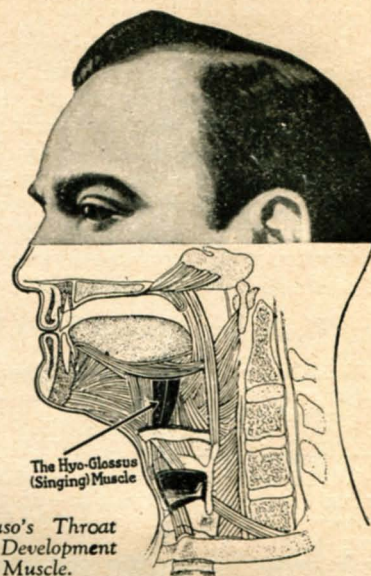


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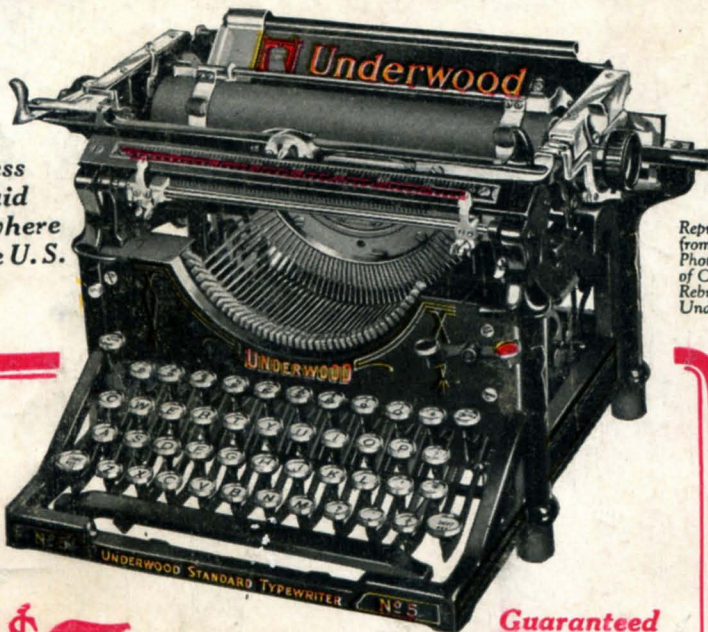
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